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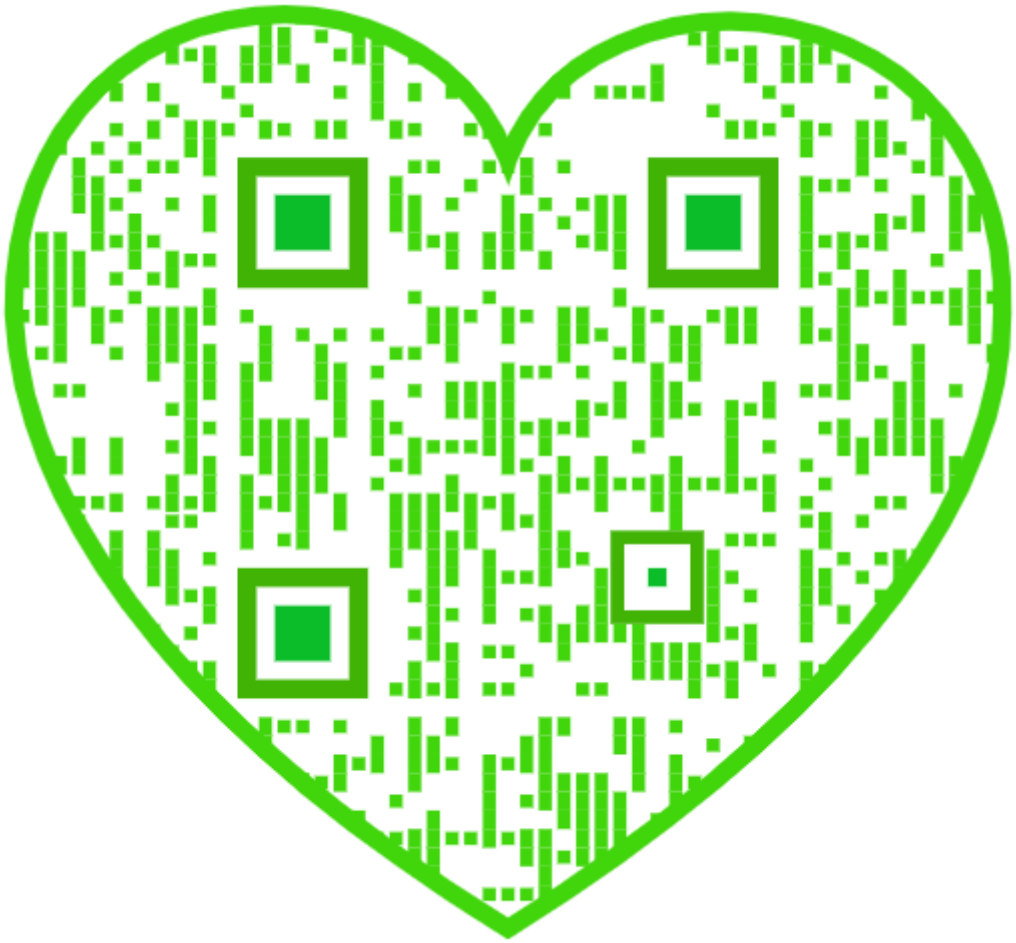

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245 14 The Tobacco world
260 Philadelphia, [Pa. $bs.n.]
300 v. $bill. $c38 cm.
310 Monthly $bApr. 1936-
321 Weekly $b<1902>-1909
321 Semimonthly $bJan. 1910-Mar. 15, 1936
500 Description based on: Vol. 22, no. 1 (Jan. 1, 1902); title from caption
500 Published by Tobacco World Corp., Philadelphia, Pa., <19__>-
500 Some combined issues
500 "Devoted to the interests of importers, packers, leaf dealers, tobacco and cigar manufacturers and dealers."
500 Occasional missing and mutilated pages
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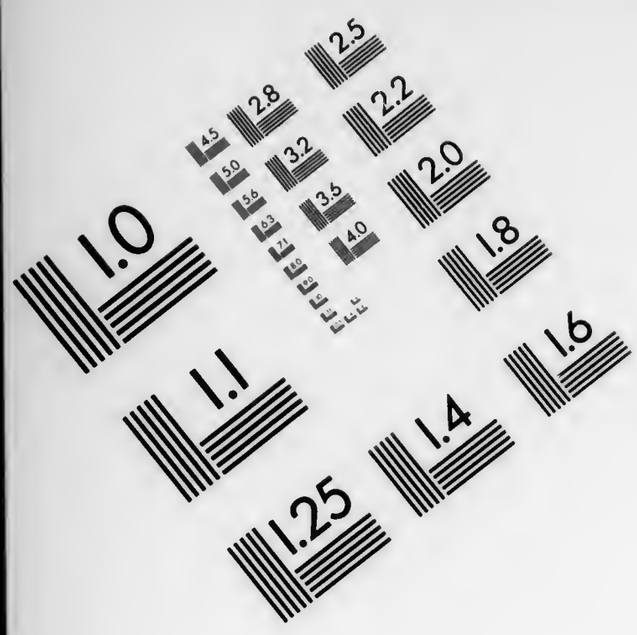

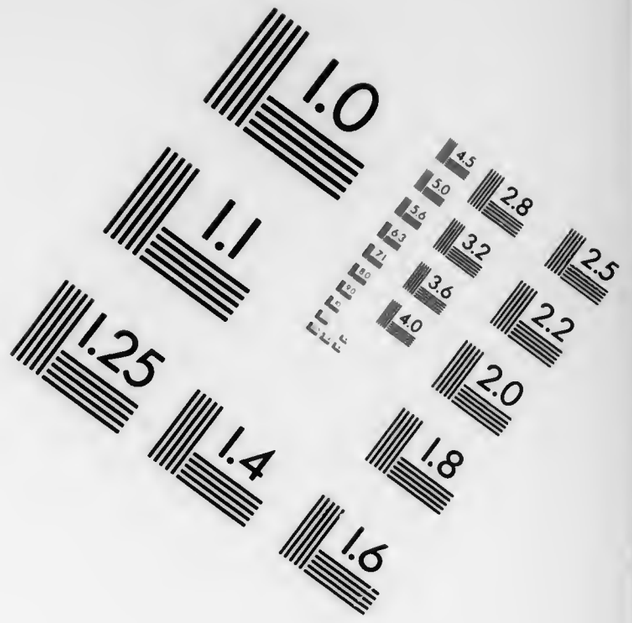

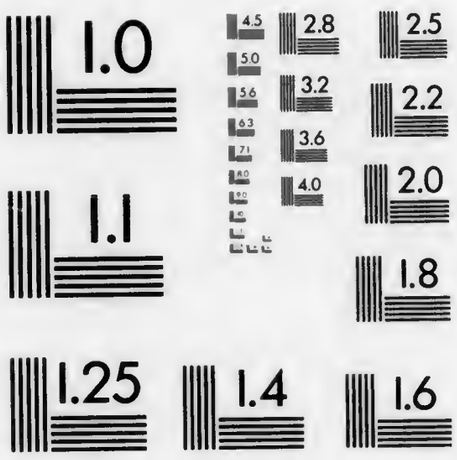

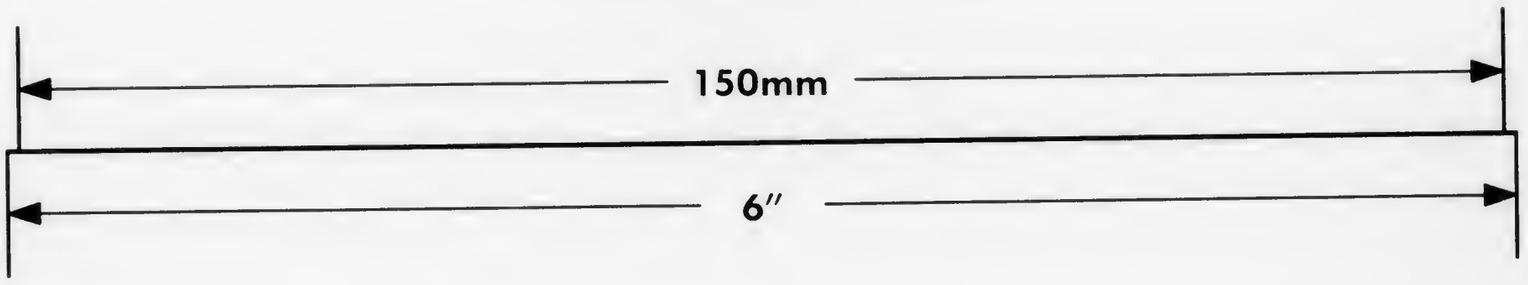

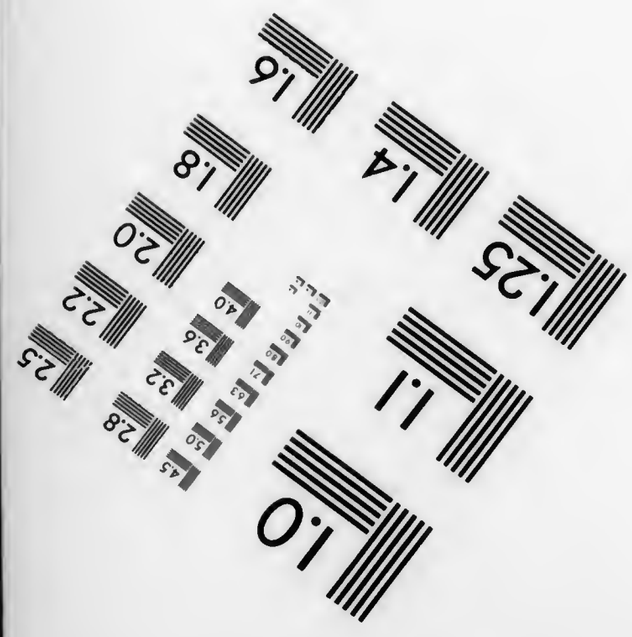

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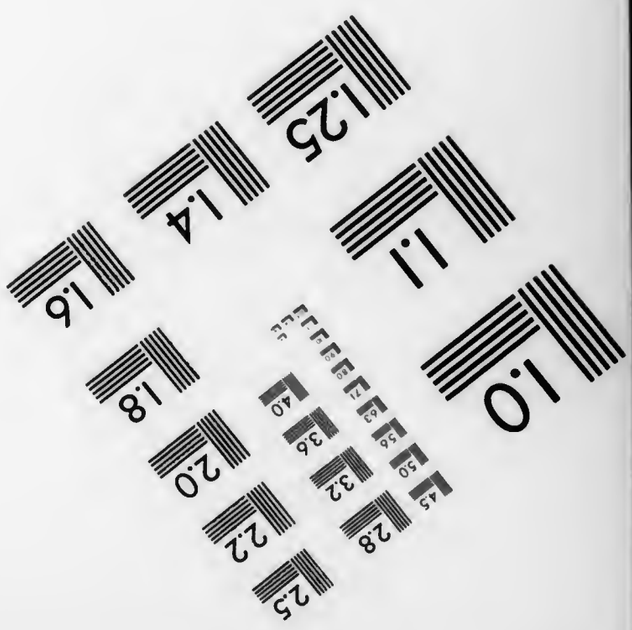

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Volume 41
1921

DUE TO TIGHT
BINDING SOME TEXT
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MARGIN MAY BE
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Wishing You A Prosperous New Year

VOLUME 41 NO. 1

The TOBACCO WORLD

JANUARY 1, 1921

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The New Year is at Hand

Bringing to us all renewed confidence in the future of our industry and the promise of that sustained activity and prosperity, which is the unfailing reward of honest endeavor.

H. DUYS & CO., Inc.

142 Water Street New York

The Wolverine Bunch Breaker

(A Little Machine That Does Big Things)

Will do single binder work with the most tender binders, thereby saving 35% to 50% of the binder cost.

Some manufacturers claim a saving of ONE AND ONE HALF POUNDS OF DRY BINDERS (not stripped booked stock) on a thousand bunches, with a high grade Wisconsin binder. On a more tender binder the saving is greater.

Increases production more than 40%.

Price $25.00 (Not sold with Bunch Breaker's Table)

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If Not Entirely Satisfactory Can Be Returned AT OUR EXPENSE

Write for One Today

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10c. Straight, 13c., 2 for 25c
15c. Straight

The first choice among business men and after-dinner smokers, has met with wonderful success wherever placed : : :

Bobrow Brothers
Manufacturers
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Makers of the famous "BOLD" cigar

MADE IN BOND

FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In

CHARLES THE GREAT CIGARS

A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER

SALVADOR RODRIGUEZ

TAMPA NEW YORK HABANA

317189

NEW YEAR

THE dying year passes out like an old friend. It has been a year of endeavor, of service, and, we are proud to say, of progress for us. We have tried all through its weeks and months to live up to our resolutions made on its first day. Sometimes we have failed. That we have often succeeded is shown from the fact that our circle of friends is larger, and our volume of sales much greater than they were in the first days of this year.

FOR the New Year our resolve is to live up, as completely as is humanly possible to the motto that has been the bulwark of our success:—

"IT is the desire of The American Tobacco Co. to extend to its customers the maximum of service, and every courtesy within its power."

The American Tobacco Co.
INCORPORATED

111 Fifth Avenue, New York City

STICK TO Cinco - IT'S SAFE

8c.

OTTO EISENLOHR & BROS. INC.
PHILADELPHIA —— EST. 1850

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Argüelles, Lopez & Bro.
MAKERS
General Office and Factory, TAMPA, FLA.
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222 Pearl St.
New York
Warehouse
Havana
Cuba

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

FOR SALE

SALESMAN WANTED for old established Philadelphia factory, to carry line of domestic and Havana cigars on commission basis. Can carry as a side line. Prices begin at $52 per M. Address Box 401, care of "Tobacco World."

SPECIAL PRICES ON SEVERAL CASES Class A cigars. Samples on request. J. C. Heckert, Jr., Dallastown, Pa.

FOR SALE—Wisconsin Binders and B's at reasonable prices. Will sell in lots from one case up. Herman Anderson, Janesville, Wis., R. F. D. 1.

FOR SALE—CIGAR LABELS AND BANDS; large and small quantities. Address American Box Supply Co., 383 Monroe Avenue, Detroit, Mich.

CIGAR MANUFACTURERS—WE HAVE PURCHASED 250 CASES Pennsylvania Broadleaf to our packing, and can supply your wants, some EXTRA THIN BROADLEAF FOR BINDER PURPOSES, at reasonable. No matter what you want in Broadleaf, we have it. E. B. Hauenstein, Lincoln, Lancaster Co., Penna. "Packer of Tobacco since 1870."

WANTED

CIGAR LABELS WANTED—Will buy small or large quantities of discontinued cigar labels and bands. Send samples with quantities and full particulars. Address Box A-212, care of "Tobacco World."

The Tobacco World
Established 1881

Volume 41 January 1, 1921 No. 1

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

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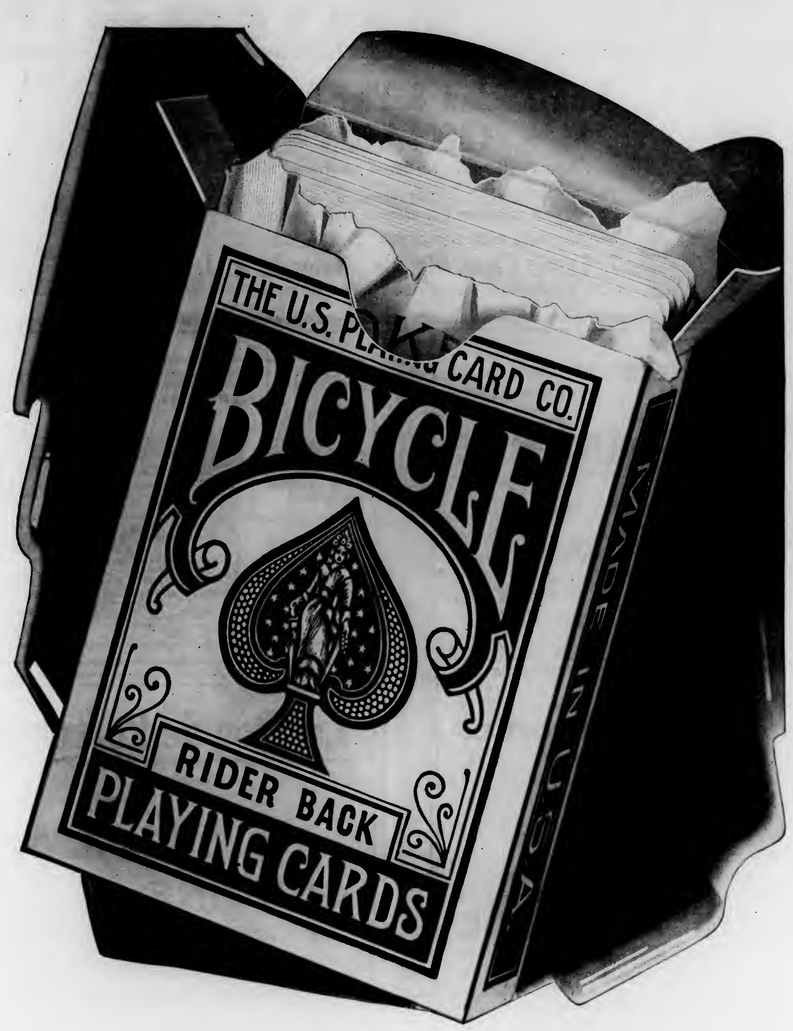

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John Ruskin & Flor de Melba
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Are Positively the Best at their Price

They are big sellers and fast repeaters. A box or two on your showcase will increase your business.

See Your Jobber Now, or Write Us
I. Lewis Cigar Mfg. Co., Newark, N. J.
Largest Independent Cigar Factory in the World

For Gentlemen of Good Taste

San Felice

8c

The Deisel-Wemmer Co.,
LIMA, O.

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
J.B. Gravely Tobacco Co. Danville, Va.
DEPT. A

Two National Favorites
HYGIENICALLY-MADE

WAITT & BOND **BLACKSTONE**
Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND **TOTEM**
Imported Sumatra Wrapper
Long Filler

WAITT & BOND, Inc.
NEWARK NEW JERSEY

La Flor de Portuondo
Established 1869

GENUINE
Juan F. Portuondo
Cuban Hand-Made CIGARS

The Juan F. Portuondo Cigar Mfg. Co.
PHILADELPHIA

Volume 41 Number 1

THE TOBACCO WORLD

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, JANUARY 1, 1921 Foreign $3.50

EDITORIAL COMMENT

IF cigars are to be sold cheaper, they must be produced cheaper. That means that not only must labor receive less, but that old-fashioned methods—inefficient and wasteful methods—must give way to more economical methods. The cigar manufacturer who is to be found in the vanguard of the industry must be alert to the ways of progress and not blind himself to the changes that are slowly but surely being wrought in the cigar industry.

Five years ago what manufacturer would have dared predict that there would be a large cigar factory in this country producing two nationally known brands exclusively by mechanical facilitating devices?

What do mechanical devices mean to the industry aside from the fact that they standardize production and produce more economically?

Have you ever stopped to consider that machinery does not strike? Do you realize that the cigar manufacturer whose plant is equipped with machinery is under only a small handicap in time of strike as compared with the man whose is producing entirely by handwork?

Almost every piece of machinery in use in cigar factories today can be efficiently operated by inexperienced help with very little training. At the outside a strike could tie up a factory thus equipped but a very few weeks. A strike of handworkers can tie up a factory until they get ready to come back. It may be two weeks—or it may be ten months.

Probably the greatest example of cigar manufacturing with mechanical facilitating devices is to be found in the factories of Waitt & Bond, now located in Newark, N. J.

The manufacturer who is skeptical about the use of mechanical facilitating devices might do well to drop off at Newark, as we did the other day, and have a little chat and a peek around. Incidentally he will meet a group of executives who are young enough to have the visions of youth and old enough to apply the test of practical experience.

It was not so long ago that this company was located in Boston, producing cigars in one of the newest and finest cigar manufacturing plants in the United States. One of their brands flourished as one of the largest selling cigars produced under the Union Label in the United States.

Then came a series of strikes. Agitators crept into their factory. There was trouble—and still more trouble. No concession seemed sufficient. At last there came a time when further concessions meant practically turning over the business to their employees.

Even under the direst stress of circumstances it takes courage to junk a brand new factory, to cast aside the Union Label, under which the brands had attained a large sale and wide prestige, and to move to another city and attempt to produce without the Union Label and with entirely new methods of production.

Yet President Waterman had the courage to move his entire plant to Newark, together with the executives and loyal employees.

When the move was made, the cigarmaking machines were already in the new factories. The brands went forth without the Union Label, and as cigars produced by mechanical means.

In the brief period that has elapsed, Waitt & Bond are at the highest point of production in their history. Without mechanical facilitating devices the great change could not have been made successfully.

Visit the factory today and see the rows on rows of stripping machines operated by neatly uniformed girls. See the hundred and more cigarmaking machines producing cigars scarcely touched by hands and attended by more girls in uniforms.

See the banding and branding machines. In fact, almost every mechanical device that can be applied to any part of operation and production will be found in these factories.

Observe, if you will, the cleanliness of the stripping room, as compared with those places where hand stripping still prevails. In fact, the cleanliness which exists throughout all the departments is due in no small part to the use of machinery, and is emphasized by the neatly uniformed operators.

In advertising their brands as "hygienically made," Waitt & Bond are modest in referring to the highly sanitary conditions under which their cigars are made. They are conditions under which every cigar manufacturer in the country can produce if he uses mechanical devices.

Hearing Before Ways and Means Committee on Tariff Revision on Tobacco

THE Tobacco Merchants' Association, 5 Beekman Street, New York, has just issued the following bulletin relating to the coming meeting before the Ways and Means Committee of the House of Representatives:

Attention is respectfully called to the hearing that is to be held before the Ways and Means Committee of the House of Representatives on January 20th next at 10 A. M. on a revision of the tariff on tobacco and tobacco products.

The hearing will be held at room 321 in the House of Representatives office building and the sessions will begin at 10 A. M. and 2 P. M., unless otherwise ordered.

Those desiring to be heard should send their applications at least one day prior to the date of hearing, addressed to the clerk of the Committee on Ways and Means, House office building, Washington, D. C.

The following information should accompany the application:

(a) Name; permanent address; temporary address in Washington; person, firm, corporation or associations represented.

(b) The particular paragraphs of the Act concerning which the applicant seeks to be heard, and the amount of time desired.

In this connection it is to be noted that the following paragraphs are of particular interest to the tobacco trade.

(1) Paragraph Q of Section IV, which contains the following provision:

"That when duties are based upon the weight of merchandise deposited in any public or private bonded warehouse, said duties shall be levied and collected upon the weight of such merchandise at the time of its entry."

Under the foregoing paragraph duties are levied upon tobacco according to the weight at the time of entry and not according to the weight at the time of release.

(2) Paragraph 131 of Schedule F, which provides as follows:

"Wrapper tobacco, and filler tobacco when mixed or packed with more than 15 per centum of wrapper tobacco, and all leaf tobacco the product of two or more countries or dependencies when mixed or packed together, if unstemmed, $1.85 per pound; if stemmed, $2.50 per pound; filler tobacco not specially provided for in this section, if unstemmed, 35 cents per pound; if stemmed, 50 cents per pound."

Aside from the question of the amount of duty imposed by the foregoing paragraph there is the provision to the effect that when a bale of tobacco contains more than 15 per centum of wrapper the entire bale is to be taxed as wrapper tobacco.

(3) Paragraph 182 of Section F, which provides as follows:

"The term wrapper tobacco as used in this section means that quality of leaf tobacco which has the requisite color, texture, and burn, and is of sufficient size for cigar wrappers, and the term filler tobacco means all other leaf tobacco. Collectors of customs shall not permit entry to be made, *except under regulations to be prescribed by the Secretary of the Treasury,* of any leaf tobacco, unless the invoices of the same *shall specify in detail the character* of such tobacco, whether *wrapper or filler,* its origin and *quality.* In the examination for classification of any imported leaf tobacco, at least one bale, box, or package in every ten, and at least one in every invoice, shall be examined by the appraiser or person authorized by law to make such examination, and at least ten hands shall be examined in each examined bale, box, or package."

(4) Paragraph 183 of Section F, reading as follows:

"All other tobacco, manufactured or unmanufactured, not specially provided for in this section, 55 cents per pound; scrap tobacco, 35 cents per pound."

(5) Paragraph 184 of Section F, which reads as follows:

"Snuff and snuff flour, manufactured of tobacco, ground dry, or damp, and pickled, scented, or otherwise, of all descriptions, 55 cents per pound."

(6) Paragraph 185 of Section F, which provides as follows:

"Cigars, cigarettes, cheroots of all kinds, $4.50 per pound and 25 per centum *ad valorem,* and paper cigars and cigarettes, including wrappers, shall be subject to the same duties as are herein imposed upon cigars."

BRIEFS.—Briefs shall be filed with the Clerk in advance of the date of hearing and all such briefs, as well as other papers filed with the Committee, should have endorsed on them the name and address of the persons submitting them and the numbers of the paragraphs of the present tariff law to which they refer.

It is urgently requested that copies of such briefs be forwarded to this association.

We are advised by the chairman of the Committee on Ways and Means that the hearing hereinabove referred to "will relate only to the tariff question. Internal revenue taxes on tobacco will not be considered at that time."

Mr. Charles Dushkind, secretary and counsel for this association, expects to be at the New Willard in Washington on the 19th and 20th of January next, ready to render such services as may be required in connection with this matter.

Happenings at Washington of Trade Interest

(Special from THE TOBACCO WORLD'S Washington Bureau.)

Washington, D. C.

EXPENSES incurred by tobacco salesmen for board and lodging while on the road, will be a permissible deduction from gross income in making income tax returns, after January 1, under a decision which has just been approved by the Secretary of the Treasury. The signing of this decision by the secretary brings to a successful end a campaign which has been waged by the commercial travelers of the country ever since the enactment of the revenue law.

Under the new regulations issued by the Bureau of Internal Revenue, commercial travelers, in computing their income tax, may claim exemption for board and lodging while on the road on business above the amount which would ordinarily be expended for such purposes while at home, if the traveling man pays his expenses himself. It is provided that where traveling expenses are paid by the employer, the taxpayer must include in his return an amount equal to the ordinary expenditures required for meals and lodging when at home, which is held to be additional compensation. If he received an allowance for meals and lodging, he may deduct any excess of the cost of such meals and lodging over the allowance, plus the ordinary expenditures required for such purposes at home, but must consider as taxable income any excess of the allowance over such expenses.

In order to secure the benefits of the new regulations, commercial travelers will be required to attach to their returns a statement showing the number of days away from home, the number of dependents, the average monthly expenses incident to meals and lodging for the entire family, including the taxpayer himself when at home, and other information designed to afford the bureau a means for completely checking up the deductions claimed for expenses while on the road.

By the issuance of the new regulations the department eliminates the discrimination which has, in the past, existed against the traveling man who pays his own expenses, as compared with the man whose expenses were paid by his employer. The matter has been before the Treasury Department before, but it was held that the department was without authority in the matter, and a bill was introduced into Congress last session dealing with this question, but failed of passage. The case was again brought to the attention of the department last October, and hearings were held before the solicitor. Following the hearings, the matter was held under consideration for a number of weeks in order that officials of the department might formulate a policy in keeping with the law and yet equitable to the traveling men. The policy finally determined upon by the department is made public in its revised regulations, the text of which is as follows:

Article 292 of Regulations 45 (revised) is hereby amended to read as follows, effective on and after January 1, 1921:

"Art. 292. Traveling expenses.—Traveling expenses, as ordinarily understood, include railroad fares and meals and lodging. If the trip is undertaken for other than business purposes, such railroad fares are personal expenses and such meals and lodging are living expenses. If the trip is on business, the reasonable and necessary traveling expenses, including railroad fares, and meals and lodging in an amount in excess of any expenditures ordinarily required for such purposes when at home, become business instead of personal expenses. (a) If, then, an individual whose business requires him to travel receives a salary as full compensation for his services, without reimbursement for traveling expenses, or is employed on a commission basis with no expense allowance, his expenses for railroad fares, and expenses for meals and lodging in an amount in excess of any expenditures ordinarily required for such purposes when at home, are deductible from gross income. (b) If an individual receives a salary and is also repaid his actual traveling expenses, he shall include in gross income an amount thereof equal to the ordinary expenditures required for meals and lodging when at home, as such amount is held to be additional compensation to the taxpayer. (c) If an individual receives a salary and also an allowance for meals and lodging, as, for example, a per diem allowance in lieu of subsistence, any excess of the cost of such meals and lodging over the allowance plus the ordinary expenditures required for such purposes when at home, is deductible, but any excess of the allowance over such expenses plus such ordinary expenditures is taxable income. Congressmen and others who receive a mileage allowance for railroad fares should return as income any excess of such allowance over their actual expenses for such fares. A payment for the use of a sample room at a hotel for the display of goods is a business expense. This contemplates that only such expenses as are reasonable and necessary in the conduct of the business and directly attributable to it may be deducted. A taxpayer claiming the benefit of the deductions referred to herein must attach to his return a statement showing: (1) the nature of the business in which engaged; (2) number of days away from home during the calendar year on account of business; (3) number of members in taxpayer's family dependent upon him for support; (4) average monthly expense incident to meals and lodging for entire family, including taxpayer himself when at home; (5) average monthly expense incident to meals and lodging when at home if taxpayer has no family; (6) total amount of expenses incident to meals and lodging while absent from

(Continued on Page 20)

Business Building

By a trained Business Man and Advertiser
Written especially for
THE TOBACCO WORLD
by A.E.P.

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THE GREAT CLOCK OF TIME strikes out another year, and we welcome the little fellow with a frenzied babel of shieking sirens, clanging bells and raucaus horns. With heavy hand we clap our fellows and yell, "A Happy New Year to you." And they return our wish in kind.

But—"if wishes were horses, beggars might ride"; and if wishes would make things so, then this would be a happy world indeed.

'Tis well to wish; for wishes start the ball a'rolling, but the sad trouble is that many wish exuberantly, and let it go at that.

Don't make this mistake, Friend Clerk and Friend Dealer. Go ahead and make your wishes, but follow them with action.

Wish yourself a Happy New Year; then take off your coat and work like a good fellow to make your wish come true. When I say take off your coat, I mean your mental coat. It is the part of you above your collar which will cause you to go forward or recede during the future days.

The work of the hands is now largely done by machines, but the work of the brains—and this is the most important work—can be done by no machine.

Business has now entered into the realm of science of high art, and of skill. It calls for knowledge of the newest rules, and he who does not learn the rules and play the game according to them will soon have no game to play.

WHEN THE BIG 'UNS TALK or write, I like to listen or read. For the big 'uns in business tell things which have happened, and show us the future of what is to be. Let me give you a pointer, which is, if you will get the thoughts of big men through their words and writings you will have something which will make a noise like real money.

The consensus of opinion now is that this country will continue to go through the business readjustment for some months to come. Sledding will be rough and the waves pretty high; and they may get rougher and higher for some time.

But when things are adjusted—which will be soon—this great and glorious country will enter upon a period of prosperity of the kind we dream about. And they give the reasons.

We are now the credit nation of the world, and the money of the world will roll in to us. We are the storehouse of the world for many natural resources and the world must come to us to buy. We manufacture a vast number of things that the world sorely needs and must continue to have, and these we will sell enormously.

Our people will therefore live upon a higher level than any others. They will have money, and they will buy what they want.

They have demonstrated that the soothing fragrance of the mild cigar contributes to their comfort and delight, and they will continue to indulge in ever increasing quantities. Get in line for this. Fix up your store, handle better goods and grow with the country.

I HAVE TURNED myself into an interrogation point the past few weeks. I have become a professional questioner and a trained cross-examiner. All with the proper desire to find out what the coming year is going to hand us in the way of business and to pass this information on to my readers.

It is a most perplexing job. And it leaves me where I started. In my vexation I am prepared to say that all men are humbugs. If their breakfast agrees with them they predict the best year that ever happened. If their liver is sulking they swear by the beard of the prophet that half the business men will fail and we will have soup lines a mile long.

Here is an opinion from a high-grade business journal which is about the best thing I have seen or heard.

"Everybody is wondering what is going to happen. We don't think anything is going to happen. We believe it *has*, that the worst is over and from now on we will experience increasingly better business. With an occasional pause to take breath. Upon every man who is in business, from the smallest to the largest, devolves the task of doing business in a business-like way. Cut out loose methods, know which stock is paying best by frequent turnovers, be slow about extending large credits, keep collections cleaned up, go after business aggressively, give good service, be cheerful, have confidence in the future, and things will be all right."

IT IS SAID THAT the dividing line between success and failure in business is so thin that it can hardly be discerned with the naked eye.

It isn't one or two big things that make for success or failure, but many little things. That is the reason I am going to hand you two words, which may start you on the road to large success, just as they have started hundreds and thousands of others.

HAVE INITIATIVE.

That's it. Initiative! It is a miracle worker.

Andrew Carnegie stated that only two men out of every hundred have initiative—but he further said that any normal person can acquire it.

Initiative consists in thinking up things, and then doing them. That's all, and it is easy as smoking a cigarino. It consists of such things as dressing your window with more skill than before, of being more polite, of getting more in mental touch with customers, in advertising more and better, in uniting with manufacturers more sympathetically.

It also consists in thinking up new ways of doing things and new plans of business. For instance, making a bid for box trade, making a drive for a certain time on a certain style, moving to a more desirable place, taking on another line of goods, specializing on some one brand—these and a score or more of things.

It means absorbing new ideas and nursing them in your mind until you evolve a practical plan, and then carrying it out.

I LEARNED A POINT on salesmanship yesterday. Went in a stationery store with a friend who wanted to buy a blank book.

The clerk was waiting on another customer, but he stepped towards us and said, "In half a minute I will wait on you." By no stretch of the imagination could he be called handsome, but he had such an engaging smile that you just couldn't help being attracted to him.

Soon he came and he seemed wonderfully interested in finding just the kind of blank book my friend wanted. Finally he found it and handed it out, with every expression of pleasure—price, fifty cents. My friend reached for his pocket-book, and I could not refrain from saying that fifty cents was an outrageous price for such a book; and I didn't say it very pleasantly.

The man turned to me with his smile broader than ever. He agreed that I was right, and that the book should be much lower, but that they had to pay a big price and were forced to pass it on.

My friend paid without a word and took the book, remarking after we got outside, that he hadn't the heart to quarrel with such a pleasant man, or to leave the store without buying after all the pains he had taken.

And so I pass on this little incident with the suggestion that you learn the art of smiling. Get the smile. Not a silly smirk, but a great, good-natured, large and deep smile, so hearty and genuine that no knocks or harsh words can scatter it. It will pay.

SOURCE OF SUPPLY

Mother: "Isn't it terrible, that little rascal having cigarettes in his pocket?"

Daughter: "Lucky you found them. Our supply is exhausted."—Stoco Message.

LIGGETT & MYERS TO DEVELOP CHINESE TRADE

The Liggett & Myers Tobacco Company, according to the Shanghai "Press," will open offices in Hongkong and Shanghai, China, shortly. The company's decision to enter the Chinese market in an extensive manner is said to be the outcome of a four-years' survey in the Far East.

TOBACCO MEN TO BE HONORED

At the January meeting of the Lancaster County Tobacco Growers' Association testimonials will be presented to F. R. Diffenderfer, Litt.D., of Lancaster, and Dr. William Freas, vice-director and chief chemist of the Pennsylvania Experiment Station, in recognition of their long service and valuable assistance to the tobacco growers of the State.

The meeting will be held on Monday afternoon, January 10th, in the Chamber of Commerce, in connection with the annual election of officers.

YORK COUNTY CIGAR MANUFACTURERS' ASSOCIATION

The regular meeting of the York County Cigar Manufacturers' Association was held in the Council chamber at Red Lion, Pa., on December 13th. The meeting was largely attended and included six of the leading cigar box manufacturers of York County.

The main discussion was on the high prices of cigar boxes, upon which subject each of the cigar box manufacturers present made an address. They stated that they were unable to promise any reduction in the near future on account of the high-priced lumber with which they generally are stocked up.

The cigar manufacturers said that they have not as yet found any relief in the tobacco end; wrappers and binders are as high as ever and they will be able to make very little if any reduction to the trade.

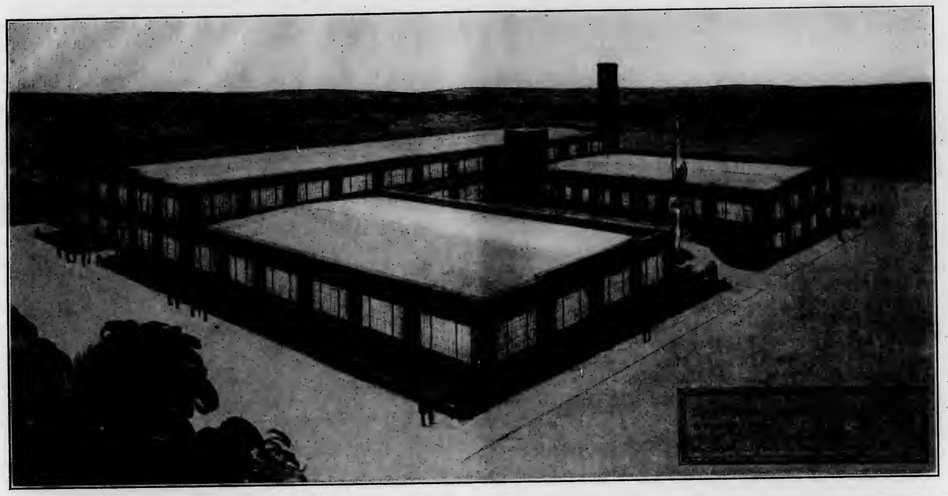
A REDUCTION IN GARCIA GRANDE

Julius Klorfein, manufacturer of Garcia Grande cigars, wishes his friends and customers a Happy New Year and makes them a very acceptable gift of a revised price list, effective December 28, 1920.

On October 29th Mr. Klorfein made an announcement guaranteeing prices for Garcia Grande cigars to all distributors over a period of sixty days from the date of purchase. Also a statement, published on December 2d, referring to costs of raw materials, etc., in which state Mr. Klorfein took the position that so long as leaf tobacco was maintained at prices prevailing on December 2d, that there was but slight prospect of a reduction in price of cigars, but that now, being the time for all merchants to take their losses like men, Mr. Klorfein was prepared for his part to assume the necessary loss on his holdings of raw material and that packers and growers would have to do likewise in order to bring about the necessary readjustment.

Under the revised prices, effective December 28, 1920, Garcia Grande sizes will retail at 10 cents, 11 cents, two for 25 cents; 15 cents, three for 50 cents, and 20 cents, and attention is directed to the new size, namely Bouquets, which will retail at 10 cents, and distributors of Garcia Grande cigars have the assurance that the high standard of Garcia Grande quality is being faithfully maintained.

New Factory Opened by Universal Tobacco Machine Co.



COINCIDENT with the opening of the Universal Tobacco Machine Company's new factory at Newark, N. J., comes the announcement of additional devices for increasing production and decreasing the cost in the tobacco industry. The Universal Tobacco Machine Company, long identified with the Universal Model M Stripping and Booking Machine, has enlarged its field of activities, and is now offering the Universal Cigar Wrapper Registers and also the Universal Leaf Counter, the latter to be used with the Model M Tobacco Booking Machine.

To keep pace with the increased demands for their machinery, the new factory, just completed, has been erected. The building, an attractive red brick structure consists of a main section, two stories high, 100 x 200, supplemented by a basement about 150 x 100. It is light and airy, and will be thoroughly equipped all the way through with all modern conveniences and most up-to-date machinery. A gradual transference, which will be completed by January 1, 1921, of special equipment from the old factory to the new, is now taking place. The output on the Model M machine will be increased nearly fifty per cent., and the other products in proportion to meet the existing demand.

The success of this company offers a striking example of the appreciation of the progressive American cigar manufacturers for labor-saving machinery. The first Universal machine was placed on the market toward the end of 1910. Seven trials convinced the leading manufacturers that each machine could accomplish the comparatively unskilled labor, a greater amount of work in the average day than two or three hand operators. Besides this, the waste was cut down materially and tobacco reached the cigar makers in much better condition. Today over fifteen hundred enterprising cigar manufacturers are Universal users.

Judging by past record, present output, and the increased percentage in repeat orders steadily reported, the Universal Tobacco Machine Company looks forward to one of the best years in its history.

Tampa Notes

Tampa, Fla.

NO sooner do the cigar manufacturers get started good on the campaign to bring former workers back to their benches—they have secured reduced rates from Cuba to get them back, an injunction restraining intimidation, the support of the public, and scores of other aids—than up and bobs more trouble—the proposed immigration restraining law. If it passes as drawn, hundreds of workers will not be able to return to local factories.

The Rotary Club and the Board of Trade have already passed resolutions calling on Florida's representatives in Congress to see that the proposed bill is amended. Other organizations will follow suit and Jacksonville, Key West and other places in the State are expected to follow suit.

A census of workers in the factories, taken by a Board of Trade committee, disclosed that 3153 employes are at work. Of these 2124 are cigarmakers, 151 are packers, 89 are selectors, 505 are strippers, 143 clerks and 143 are banders.

The resolutions passed follow:

"Whereas, the House of Representatives of the United States Congress on the thirteenth day of December, A. D. 1920, passed H. R. 14461, entitled 'An Act to provide for the protection of the citizens of the United States by the temporary suspension of immigration, and for other purposes,' which bill is now pending in the United States Senate; and,

"Whereas, said bill has for its avowed purpose the exclusion from the United States for a period of fourteen months after sixty days from the passage of said act, all aliens coming from any foreign port or place or having entered, forbidding them to remain within the United States; and

"Whereas, the chief industry of the city of Tampa is that of the manufacture of cigars, in the operation of which industry upwards of 15,000 of operatives are employed, mostly citizens and former residents of the island of Cuba; and

"Whereas, the annual output of cigars from this industry is approximately four hundred million, a large part of which is made from clear Havana tobacco imported into Tampa from Cuba; and

"Whereas, by reasons of a strike, now of more than nine months duration, and involving the entire cigar industry in Tampa and West Tampa, some six thousand of the operatives previously engaged in said industry have returned to Cuba from this city and are now there awaiting the settlement of said strike to return to Tampa and engage again in said industry; and

"Whereas, the enactment of said bill in its present shape into law and without some provision exempting Cuba and said operatives from its provisions, would prevent their return to Tampa; and

"Whereas, it is greatly to the interest of Tampa, the Federal government, and the country at large, that said cigar industry here be not destroyed or even injured.

"Therefore, be it resolved by the Board of Trade of the city of Tampa, that Senators Fletcher and Trammell, representing Florida in the United States Senate, and the Florida members in the lower house of Congress be and they are hereby requested to use their best efforts to have said bill before it becomes a law, if it should become a law, so amended as to except the island of Cuba, and said parties formerly engaged in the said industry here and now residents in Cuba, from the provisions of said act, or to have such other changes in said bill as would permit said persons to return to Tampa whenever they may see proper so to do; be it

"Resolved further, that a copy of these resolutions be transmitted to Senator D. U. Fletcher and Senator Park Trammell, as also to the representatives in the lower house of Congress from the State of Florida."

PHILIPPINE LEAF TOBACCO COMPANY

Seven hundred bales of stripped and booked Manila tobacco have recently been imported by the Philippine Leaf Tobacco Company, 123 Maiden Lane, New York. It is claimed for the tobacco that it is among the finest ever imported by this house. It is said to be mild and perfect burning, and in keeping with the times is quite reasonable in price. This firm also has about one hundred bales of Manila shorts which they are offering for sale.

"FIRST ROMAN" DISTRIBUTION GROWS

The Rockfall Cigar Company reports that both the Baltimore Candy and Tobacco Company, Baltimore, Md., and the Hill City Tobacco Company, of Lynchburg, Va., have had unusual success in securing distribution for the "First Roman" cigar. Mr. Samon, of the Rockfall Cigar Company, has been working with both these firms.

Weakley & Worman Company, of Dayton, Ohio, are said to be handling the "First Roman" on a large scale.

Lithographic Conditions

CONDITIONS in the lithographic industry are faithfully set forth in a recent announcement to the trade by Wm. Steiner, Sons & Company, and it will be worth the time of any cigar manufacturer to read the following statement given out by that firm:

"During the past two years the volume of business received by this house has been far beyond the equipment of our plant to produce within a reasonable length of time.

"As all manufacturers of equipment in our line were overloaded with work we could get no promises of deliveries for new machinery under eight months to a year. Such machinery could not be obtained in the open market.

"By our inability to secure additional equipment our deliveries were greatly handicapped. In addition it was impossible to secure the highly skilled labor necessary to this industry, and we were compelled to take unskilled labor and endeavor to instruct them. Naturally the quality of the work suffered because in the steadily increasing demands for the speeding up of deliveries it was impossible to give strict attention to the quality since with all our customers the crying demand was for deliveries.

"In addition our materials were in most instances below standard, but our complaints were useless, and we soon found that the manufacturers producing materials for us were in the same predicament as ourselves. In fact we were fortunate in getting a steady supply of materials of any quality and in being able to operate our plant.

"With the conditions as above outlined it is quite natural that many of our customers were keenly disappointed by our failure to render the service and deliver the same high quality of work that had been our custom in normal times.

"We passed through a period of steadily increased production costs with labor and materials steadily advancing. We, in order to maintain our organization, were compelled to advance our prices. And even now there has been no reduction; paper particularly is high and scarce, even in the face of a trend to lower prices. We have been informed by the mill that we need not look for a decrease in the price of paper for at least a year. Therefore, existing prices will have to continue to prevail.

"In the height of the rush period we recognized the absolute need for additional equipment of the most modern kind. Accordingly, we placed orders about a year ago for the most up-to-date presses, cutting machines and other equipment necessary to the production of high-grade lithographic work. Deliveries have already begun, and we anticipate that within the next two months our plant will have all of this new machinery completely installed. Naturally with these added facilities we will be able to render quicker service and better work.

"Rush work in any line of manufacture is unsatisfactory, and in the case of high-grade lithographic work it is particularly unsatisfactory. Work on cigar bands and labels was never intended to be rushed at any time.

"During the rush period, when additional equipment was not obtainable, we resorted to a night shift

(Continued on Page 20)

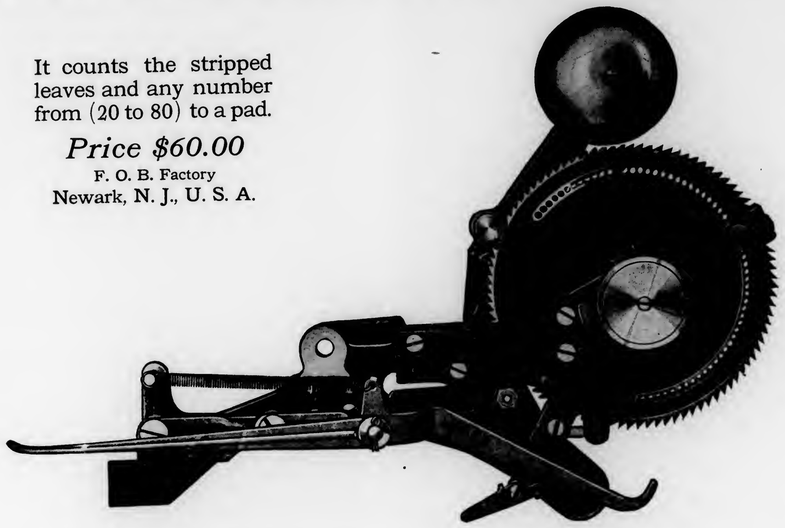
THE MODEL J

Universal Tobacco Leaf Counter

It counts the stripped leaves and any number from (20 to 80) to a pad.

Price $60.00

F. O. B. Factory
Newark, N. J., U. S. A.



THE aim of the Universal Tobacco Machine Company is the production of time- and labor-saving machinery for the cigar manufacturing industry.

The model "M" Universal Tobacco Stripping and Booking Machine is in active use in 1500 large and small cigar factories in the United States and foreign countries. It has proven, beyond question, its merit as a production-increaser, labor-economizer and stock-saver.

The Universal Leaf Counter and three models of Wrapper Registers are shown on this, and the following pages. They represent additional aids to the efficient operation of the modern cigar factory.

With tobacco at its present price, and labor cost running high, these mechanical devices, which will accomplish work quicker and more accurately than by hand-methods, are not only desirable, but actually demanded.

UNIVERSAL TOBACCO MACHINE CO.
116 West 32nd Street, New York
Factory: Newark, N. J., U. S. A.

UNIVERSAL TOBACCO MACHINE CO. OF CANADA, Ltd.
108 St. Nicholas Building . . . . . Montreal, Canada

FOREIGN SALES OFFICES: *Geneva, Switzerland—21 Rue de Montchoisy* *Madrid, Spain—Cisneros 7*
London, E. C. 2 England—19 Bishopsgate *Manila, P. I.—Kneedler Bldg.*

THE MODEL E 1

Universal Cigar Wrapper Register

For Counting and Registering one-cut wrappers in pads of fifty cuts

Price, $40.00

F. O. B. Factory, Newark, N. J., U. S. A.

Place this one-cut register, or a number of them, on a low stand. Arrange in step-like elevation within easy reach of the selector. When booking under knee pressure, place the register on the back of the booking block. As the leaf is booked, permit the hands to glide back and over the depressable plate of the Universal Cigar Wrapper Register as often as it is desired to count the leaf, or the number of wrapper cuts contained in the leaf.

This device is regularly equipped with a one-cut register dial, but can be furnished, when so ordered, with a two-cut or three-cut dial, without additional charge.

THE big feature of Universal Cigar Wrapper Registers is this: They give you an accurate check on your selectors as well as on your cigar makers. This check on selectors enables you to know the amount of work done in a day by each selector, thus speeding up handling of stock and thereby keeping tobacco from drying out. In addition, you have an extra check on your cigar makers thus eliminating error in counting and cutting out waste of stock.

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London, E. C. 2 England—19 Bishopsgate *Manila, P. I.—Kneed'er Bldg.*

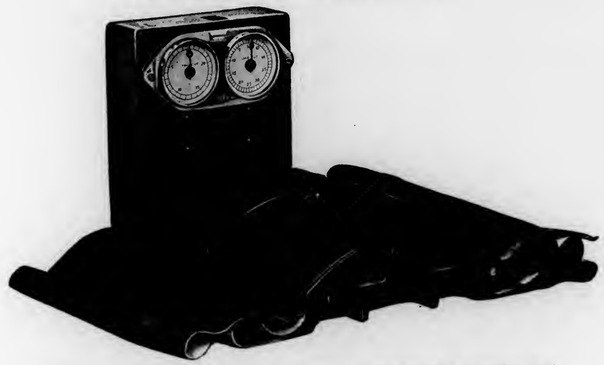
THE MODEL D 2

Universal Cigar Wrapper Register

For Counting and Registering one and two-cut wrappers in pads of fifty cuts

Price $60.00

F. O. B. Factory, Newark, N. J., U. S. A.



These two plate registers are especially adapted for counting and selecting second size Sumatra or any kind of tobacco which produces one and two wrapper cuts.

When there are not many three (3) cut wrappers, we advise using Model D 2 Registers. The three-cut leaves can be counted on either the one or two-cut plates by depressing the one-cut plate three times for each leaf or the two-cut plate three times for each two leaves. Folding such leaves will indicate to the cigar maker that they are three-cut wrappers.

This device is regularly equipped with a one-cut and two-cut register dial, but can be furnished, when so ordered, with two one-cut, two two-cut or two three-cut dials, or any combination of these three dials desired without additional charge.

THE Universal Cigar Wrapper Registers insure absolute accuracy and increase your present capacity of counting and selecting. All the operator has to do is to determine the number of Wrapper Cuts contained in a leaf of tobacco and then place the leaf on the proper booking plate. The machine does the rest and signals the operator when the pad is ready to be tied. By placing two or more Universal Registers next to each other, one operator can select and count two or more grades of stock in practically one operation, a big item in cutting down overhead.

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THE MODEL C 3

Universal Cigar Wrapper Register

For Counting and Registering one, two and three-cut wrappers in pads of fifty cuts

Price, $80.00

F. O. B. Factory, Newark, N. J., U. S. A.

With this three-plate register each leaf is taken care of in one operation, whether for one, two or three cuts. This machine is adapted for general use. It makes the various separations for each grade, so one can distribute the different sizes to the best advantage.

This device is regularly equipped with a one-cut, two-cut, and three-cut register dial, but can be furnished when so ordered, with three one-cut, three two-cut, or three three-cut dials, or any combination of these three dials desired, without additional charge.

THE Universal Cigar Wrapper Registers are small and compact, thus taking up little room. They are easily attached to a booking block, table or any flat or round surface. They are accurately constructed and with ordinary care will last a lifetime. Both large and small manufacturers will find the Universal Cigar Wrapper Registers a real aid in checking up employees, as well as insuring rapidity and accuracy in counting and registering the number of pads produced for any period on a totalizing register.

UNIVERSAL TOBACCO MACHINE CO.

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LEAF MARKET JOTTINGS

AT the December meeting of the Lancaster County Tobacco Growers' Association, a resolution was passed, advising the tobacco growers of the county not to sell their 1920 tobacco for less than from 20 to 25 cents. If they cannot sell at such prices, they should pack the crop and wait. Instances were given in which this was profitable. Mr. Reinhold said that he was offered 12 cents for his 1918 crop, but packed it and eventually sold it in the case for 25 cents, and other farmers gave similar statements.

Lancaster County growers were urged to send hands of fourteen leaves to the Lancaster County Farm Bureau, where it will be prepared for the local display of the Tobacco Show at Harrisburg during the third week in January.

Reports of sales at the meeting did not involve any large amounts, but prices seemed to indicate that the growers will be able to dispose of their crops without going to the trouble and expense of packing it. Good leaf will bring a fair price and poor leaf is not worth holding. Among the sales reported, were Hempfield, 2 crops, 22 and 23 and 6; Manor, small lots, at 20 and 5; Conestoga Centre, 20 and 6; Quarry, 18 through and 20 and 6; Strasburg, 20 and 5; Colerain, 20 and 5 and 20 and 6; Silver Spring, 20; Witmer, 25 and 10; Weaverland, 20 and 8; West Lampeter, 20 and 6 and 20 and 8.

Unless something breaks, these prices will probably govern the bulk of the 1920 crop.

At the exhibit and sales of the Lancaster Tobacco Auction Sales Company, at the Fair Grounds, on December 20, 47 crops, aggregating 348,000 pounds of wrappers were offered at auction. Bids ranged from 17½ cents a pound to 27 cents, which was the highest, the average being 22½ cents. Bids on fillers ranged from 9½ cents, for a crop that showed exceptional merit to a general price of 5 and 6 cents.

The "Lancaster Examiner" reports more than a thousand people present, among whom were about 25 dealers, and that owing to the confusion caused by the congestion, the company was unable to announce whether the prices bid were acceptable to the tobacco farmers in all cases.

The next sale will be held on January 5. In order to give the buyers ample opportunity to inspect the crops, the farmers will be required to deliver their authorized sample bales on Monday, January 3. On Tuesday the buyers will be given an opportunity to inspect the samples, which will also be inspected by an experienced tobacco salesman, to determine the proportion of binder and stogie wrappers.

The officers and directors of the company are: Christian H. Habecker, president; John A. G. Balmer, vice-president; Melvin W. Parker, secretary; Phares Mohler, treasurer; Jacob Harnish, Oliver C. Futer, C. K. Herr, R. L. Kimbrough, Clayton R. Shreiner, H. P. Kready, John C. Huber and J. S. Myers.

In Wisconsin there is practically nothing doing in tobacco so far as sales are concerned. In the southern part of the State there have been rumors of sales at about 20 cents, but none definite. The leaf generally is short in size, which is expected in a dry-weather crop. Long binders are in good demand, but shorts and stemming stock are not at present marketable. The growers are talking about sorting on the farm, so as to bring their long sizes into the market.

In the northern part of the State heavy deliveries have been made, and the tobacco is generally in very good shape. There is no buying movement, but occasionally an unsold crop is picked up. No prices have been mentioned. Most of the leaf is down and in the bundle, and the weather has been exceptionally favorable for handling the leaf. It is a sound crop, and when buying starts again, which is not likely to occur before January 3, the unsold portion of the crop should bring good prices.

In Kentucky the Hopkinsville tobacco market will open on January 4. The opening sale was announced for December 7, and then postponed indefinitely. One of the reasons was that continued dry weather prevented stripping. Since then, heavy rains have occurred and much tobacco is coming in.

At Henderson, Ky., a basket of leaf tobacco sold at 40 cents a pound on December 18, the highest price of the season. At the same time 328,800 pounds sold at an average of $7.58, with some low grades selling at from $1 to $2.50 per hundred pounds. Most of the farmers are holding back the low grades, but some are forced to sell.

Official quotations of the Louisville Leaf Tobacco Exchange are as follows:

1919 Dark Red—Trash, $4 to $7; lugs, common, $8 and $10; medium, $11 and $16; good, $18 and $22; leaf, common, shorts, $9 and $12; common, $13 and $15; medium, $17 and $25; good, $30 and $35; fine and selections, $40 and $45.

1919 Bright Red—Trash, $6 to $10; lugs, common, $11 and $14; medium, $14 and $17; good, $22 and $25; leaf, common, short, $16 and $20; common, $20 and $22; medium, $25 and $28; good, $38 and $42; fine and selections, $55 and $60.

Colory—Trash, $7 to $12; lugs, common, $14 and $17; medium, $19 and $24; good, $35 and $40; leaf, common, short, $18 and $22; common, $24 and $28; medium, $30 and $35; good, $40 and $45; fine and selections, $60 and $65.

Dark Crop—Trash, $5 to $7; lugs, common, $6 and $7; medium, $8 and $9; good, $10 and $11; common leaf, $8 to $12; medium, $14 and $16; good, $18 and $20; fine, $22 and $25.

(*Continued on Page 22*)

Greetings

We thank you for the encouragement given us during the past year, and to each and every one we extend our sincere wishes for a New Year filled with

Prosperity

Compania Litografica de la Habana

Havana, Cuba

GARRETT H. SMITH, 50 Union Square, New York

United States and Canadian Representative

Washington Notes

(*Continued from Page 9*)

home on business during taxable year; (7) total amount of excess expenditures incident to meals and lodging while traveling on business and claimed as a deduction; (8) total amount of other expenses incident to travel and claimed as a deduction.

"Claim for the deductions referred to herein must be substantiated, when required by the Commissioner, by records showing in detail the amount and nature of the expenses incurred."

The House Committee on Ways and Means has apparently decided to take no further action with the Edmonds resolution suspending the penalties of the revenue law in the case of taxpayers who failed to meet the December instalment. The committee, several days after the bill had been reported to the House, asked for its return, the Treasury Department having pointed out that, as worded, it would exempt also all of those who had previously become delinquent or had withheld payment because of dispute. With the discovery of this joker came the information that there is not more than $50,000,000 outstanding.

Officials of the Treasury Department hold that there is no necessity for suspending the penalties for non-payment of taxes, as provided for in the Edmonds resolution. Reports from collectors of internal revenue in the large cities indicate, it is said, that there was little or no non-payment of taxes because of inability of taxpayers to raise the money with which to meet the December instalment. Interests urging the enactment of the resolution declared that large numbers of taxpayers had been absolutely unable to raise the necessary money and that thousands of them would, for this reason, become delinquent on December 15th.

Internal revenue officials state that preliminary reports received from collectors show that more than $600,000,000 was collected from income and excess profits taxes on December 15th. Estimates of the amount to be collected in the December instalment placed it at $650,000,000, but when complete returns are available it will probably be found that this sum has been exceeded.

"We are not going to have a panic in the United States, but we will certainly feel the kind of reaction that the surgeons call 'shock' after an operation," declares Roy S. MacElwee, Director of the Bureau of Foreign and Domestic Commerce, in his annual report, which has just been submitted to Secretary of Commerce Alexander.

This, he points out, is due to the reconversion to normal paths of the energies and resources diverted from constructive enterprise during the war. During the period of the war the people go without many things that they would like to have and some that they need, the money going into Liberty Bonds or their energy being devoted to war activities. Immediately following the war there is the feverish effort to catch up with the demand; people want those things that they have done without during the war. This means intense commercial activity. The immediate needs having been supplied, there comes a period of pause, usually lasting from six to eighteen months. At the end of this period business does not go back to antebellum figures, but usually a new era develops slowly. We are now in the midst of this period of suspended activity.

"On the whole," the report asserts, "the condition of American foreign trade during the past year was gratifying and furnished no excuse for complaint. Although somewhat freely predicted, the long-expected decline in our exports did not materialize. The fact that the steady increase in our exports to South American and Far Eastern countries during the war continued in the past year of peace is generally taken as an indication that the trade connections made by our business men in those regions will be permanent. The tropical and sub-tropical raw materials that they produce are indispensable to our factories. On the other hand, they are in need of our manufactured products, and an exchange is therefore mutually profitable. It may be expected that our sales to some of the European countries will diminish after their present urgent needs for food and materials have been supplied and will remain at lower levels until exchange rates become more nearly normal. Efforts directed toward further expansion of trade with Latin American and Far Eastern countries, which are the logical markets for our surplus products, are therefore in order."

LITHOGRAPHIC CONDITIONS

(*Continued from Page 13*)

as our customers were demanding delivery of goods irrespective of quality. Consequently, but very little attention was given to quality.

"With a slackening of business there is no demand for rush work, and our production is now being given personal attention. Every workman has been instructed to exercise exceptional care in making his part of the work perfect. This should result in the completed product being of the highest grade workmanship.

"In the past we enjoyed the reputation of producing some of the finest cigar band and label lithography in the United States. The overwhelming rush of business of the past two years compelled us to subordinate our ideals of quality to the necessity of production. We know that our reputation has suffered.

"We have now secured the co-operation of our material manufacturers in producing for us the same quality of materials that we secured prior to the great rush period. With a personal attention being given to every department of production and with the installation of the very best of equipment, it can readily be seen that we are bending every effort to regain our reputation for producing only the best. With the cigar manufacturer in a position where he too must secure high-grade labels and bands to add to the attractiveness of his own goods and thereby create additional sales, we feel sure that our efforts will be appreciated."

THESE TIMES

"John had a sore back and they rubbed him with alcohol, but he died anyway."

"How was that?"

"He tried to lick the alcohol off his back and broke his neck."

Corrugated Fibre Shipping Cases

GUARANTEED TO MEET ALL REQUIREMENTS FOR

Freight, Express or Parcel Post

Cheaper Than Wood.

More Quickly Packed.

Take Up Less Space.

Save in Freight and Express Charges.

F. LOZANO, SON & CO.
MANUFACTURERS OF
HAVANA CIGARS

ORDERS ARE ACCEPTED CONTINGENT UPON LABOR TROUBLES OR OTHER CAUSES BEYOND OUR CONTROL

TAMPA, FLA. Nov. 17, 1920.

Mr. Edward E. Scharff, President,
Scharff-Koken Manufacturing Co.,
Second and Tyler Streets,
St. Louis, Mo.

Dear Sir:

We are pleased to advise you that the lot of corrugated fibre shipping cases recently purchased from you were delivered to us promptly and in good order.

The fibre cases have proven very serviceable and much time is saved in our shipping department by their use. We have not had a single complaint from our customers about breakage or pilfering in transit. This is doubtless due to the compact and well protected package secured by the use of these fibre cases and the improved method of sealing to which the cases are so readily adapted.

You may rest assured that when our supply of containers needs replenishing we will promptly communicate with you.

Very truly yours,

HSF-A

P. LOZANO, SON & CO
H. S. Falcy
Treasurer.

Are Sealed to Meet Railroad and Express Regulations.

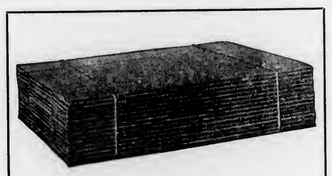
Less Danger of Stealage.

Full Instructions Furnished.

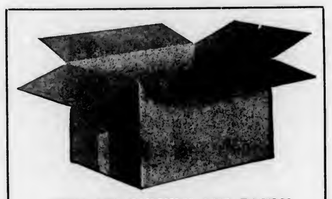
"A Dollar Saved is a Dollar Made"

Write us, stating dimensions—weight of contents—and whether used for Freight, Express or Parcel Post. We will make you very low prices and submit samples to suit your requirements.

There has been a very heavy decline in the market from last year's high prices, and it will pay you to investigate.



CORRUGATED BOXES REACH YOU IN FLAT BUNDLES, LIKE THIS



THEY ARE QUICKLY AND EASILY SET UP, LIKE THIS

SCHARFF-KOKEN MANUFACTURING CO.

ST. LOUIS, MO.

K B & B

Holiday Greetings

We extend to our customers the compliments of the season, and take this occasion to express our appreciation for the large patronage received during the past year.

Kaufmann Bros. & Bondy
THE OLDEST PIPE HOUSE IN AMERICA
33 East 17th Street New York

GOLD LEAF BANDS

If Interested, Please Write

The Moehle Lithographic Co.
Clarendon Road & E. 37th Street
Brooklyn, N. Y.

Leaf Market Jottings

(Continued from Page 18)

In the South the markets all closed for the holidays. It is supposed that Old Belt markets will open the first or second week in January, and some of the markets not until the last of the month or the 1st of February.

The close of the Winston-Salem, December market, was featured by inferior offerings and naturally, declining prices. The market has sold to date, 33,740,163 pounds, for $7,933,505.21. The average for December was $17.59, and for the season $23.51 per hundred pounds.

At Wilson, N. C., prices also showed a decline, the average for the week of December 3-10 was only $17.79. The average to date was $23.71. The market will reopen about January 11. Kingston, N. C., reported total sales to December 1, 19,225,100 pounds for $4,032,166.30. At Danville, Va., sales were very heavy with slight changes in prices, from $25.83 to $25.03.

At Richmond, Va., the quality of the tobacco offered has been generally poor, low grades predominating, and much mouldy tobacco in evidence. The average was $7.48.

BURLEY TOBACCO GROWERS ELECT OFFICERS

At a recent meeting of the directors of the Burley Tobacco Growers' Association, held at Lexington, Ky., the following officers were elected:

John W. Newman, of Versailles, former State Commissioner of Agriculture, president; C. M. Dean, Carroll County, and W. H. Shanks, Lincoln County, vice-presidents, and E. M. Mansfield, Carroll County, secretary. A. F. Shouse, of Fayette County was one of the seventeen directors elected. The others are: Martin Madden, Gallatin County; F. A. Griffith, Switzerland County, Ind.; C. M. Dean, Carroll County; T. B. Hill, Montgomery County; A. L. Murray, Bracken County; V. S. Metcalf, Grant County; W. H. Shanks, Lincoln County; Trumbo Snedeger, Bath County; H. V. Thompson, Clark County; John W. Newman, Woodford County; John E. Brown, Shelby County; Everett Marshall, Scott County; O. C. Chapman, Clermont County, Ohio; W. J. Baxter, Jessamine County; Everett McClure, Dearborn County, Ind.

TRADE NOTES AND NOTICES

Tobacco leaf importations into Shanghai, China, are extremely important and about 60 per cent. of the 1919 total was supplied directly by the United States. The cigarette trade shows a great increase in value; 3,291,629,000, valued at $4,958,406, were imported in 1913, while 5,525,479,000, valued at $20,239,143, were imported in 1919. The United States supplied about 60 per cent. of this trade, while the Philippine Islands are very largely interested in the $864,464 of cigars imported in 1919. The value of cigar imports in 1919 exceeded 1913 by $624,937.

With acknowledgments to K. C. B.

Who said truth was stranger than fiction?

"YOU'RE FIRED," said the editor.
"UNLESS YOU can dig up.
A LIVE story today."
SO THE cub reporter.
DISAPPEARED FOR hours.
BUT WHEN he recovered.
FROM HIS trance, he had.
A STORY—here it is.
OUR DEPUTY constable.
WAS WAKENED by the 'phone.
AND A shrill voice cried.
"FOR THE love of Mike.
BEAT IT here quick.
AND NAIL a nut.
WHO'S TALKING wild.
IN THE cigar store."
THE LONG arm of the law.
PUT ON his pants.
SPED TO the scene.
AND AFTER a brief.
BUT TERRIFIC struggle.
MADE THE pinch.
AND WHEN interviewed.
BY OUR star reporter.
GAVE OUT this statement.
"HE'S A loony, all right.
THE ASYLUM says, by Heck.
THE WORST they ever had.
WHY THE poor nut.
CLAIMS HE can copy.
THE SECRET blend.
OF THE cigarettes.
THAT SATISFY."

NO—the blend can't be copied. It's one way of blending fine tobaccos—both Turkish and Domestic—that the other fellow can't get onto. That's why Chesterfields "satisfy," and that's why *only* Chesterfields *can* "satisfy."

In packages of 20 protected by special moisture-proof wrapper. Also in round AIR-TIGHT tins of 50.

They Satisfy **Chesterfield**
CIGARETTES
Liggett & Myers Tobacco Co.

IRREGULAR PAGINATION

MURAD
THE TURKISH CIGARETTE

Mrs. Fox was bragging one day about the large number of her cubs.

"How many cubs do you bring into the world at one time?" she asked the Lioness.

"Only ONE," replied the Lioness—"but it's a LION."

MURADS COST 20 CENTS for a BOX of 10—BUT THEY'RE MURADS!

MURADS would be lower priced if we left out all or part of the 100% Turkish tobaccos of the purest and best varieties grown—or if we substituted inferior grades of Turkish tobacco.

But they wouldn't be MURADS—they'd only be Foxes!

"Judge for Yourself—!"

Special attention is called to Murad 20s in Tin Boxes

S. Anargyros Makers of the Highest Grade Turkish and Egyptian Cigarettes in the World

HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
122 Second Avenue New York City

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla. New York Office: 203 W. Broadway

The Standards of America

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs

MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

TAMPA SITUATION IMPROVES

Tampa, Fla.

Tampa manufacturers took another big step towards closing up the joint advisory board and reopening the local cigar industry when they secured from Judge R. M. Call, of the United States Court, an injunction restraining all persons in general and members of the board, local unions, walking delegates and sympathizers in particular and by name of the extent of two hundred and four persons, from intimidating, interfering with, or abusing any person who desires to ply his or her trade in the cigar factories of Tampa.

Judge Call's order was ordered printed three times in both local papers—and it was done in page ads—and it is made effective against all persons whether served or not, with or without knowledge of the order. The piece of paper is absolutely "leak proof," and the United States deputy marshals here have taken steps to jug any persons violating its restraints.

Following the securing of the order and its publication, several factories reported considerable accessions to their forces, and later reports say the workers are returning to their benches steadily, though it is admitted there is not yet any outward sign of a "break" or a "rush"—and probably will not be until after the holidays, when many workers probably will return from Havana and Key West, where they always sojourn for Christmas—especially since July 1, 1919.

G. F.

SWEDEN ADVANCES LICENSE DUTY

Washington, D. C.

The management of the Swedish tobacco monopoly has resolved to advance the license duty, which came in force when the monopoly started, for imported manufactures of tobacco from 13 to 18 per cent. of the prices in the price list, according to advices just received at the Department of Commerce.

The license import duty should, according to the monopoly's prescript, be equivalent to the profit the monopoly makes on its own manufacture. The license duty in the year 1915, when the monopoly started, was placed at 13 per cent. Since there are sufficient homemade tobacco articles obtainable, there is no reason to encourage the import, as during the war, and the tobacco monopoly has therefore resolved to fix the license more in accordance with its prescript. The 18 per cent. is even lower than the monopoly was authorized to charge on imports, it is declared. The prices for the monopoly's own manufactures are not influenced by the increased license duty.

NEW TOBACCO FIRM IN SHANGHAI

Washington, D. C.

The American consulate at Shanghai has reported to the Department of Commerce that a new tobacco firm has been organized to carry on a general business in the manufacture, sale and distribution of tobacco in all forms.

Cigarettes will be made of Virginia, Korean, Egyptian and Chinese tobacco, and a specialty is to made of tobacco and mouthpiece cigarettes for the Russian trade. The firm will also deal in smokers' sundries. A monthly output of 25,000,000 cigarettes and 25,000 pounds of smoking tobacco is anticipated, with the expectation of doubling the output in six months.

Notes and Comment

The Nixon Cigar and Candy Company, of Dallas, Texas, has been incorporated with a capital stock of $35,000 by R. F. Nixon, O. L. Williams and J. F. Hyde.

The Prime Tobacco Company has been organized at Fitchburg, Mass., with a capital stock of $10,000, by John F. Sullivan, Charles Shack and Lewis M. Shack.

The Daley Cigar Company, of South Bend, Ind., has increased its capital stock from $150,000 to $250,000.

The Miller Cigar Company, of Cleveland, Ohio, has been incorporated by C. G. Smith, I. E. Guenitzer, I. E. Brick and M. I. Smith, with a capital stock of $30,000.

The Phœnix Cigar Corporation has been chartered in New York with a stated capital of $200,000, by S. Steinhall, M. Spungin and M. Rosenkrantz, 350 Broadway, N. Y.

The Transatlantic Tobacco Company has been incorporated in New York with a capital of $100,000, by J. D. Roste, R. Bloch and W. Flatto, of 27 Cedar Street, New York City.

The Marcial Castro Cigar Company has been incorporated at Birmingham, Alabama, by T. E. Steadman and T. B. Ridenour, with a capital stock of $25,000.

The San Francisco headquarters of Wm. Demuth & Co. will remove from 518 Market Street to the Exposition Building, 216 Pine Street, corner of Battery Street. Special fixtures have been prepared for the floor space of 1000 square feet.

According to the Department of Commerce, the United States imported $15,647 worth of matches in September, and exported $44,946 worth. If anyone can show us an imported match as good as an American match, it will be something we have never seen yet.

The governmental monopoly in Czecho-Slovakia, in the production and trade in tobacco, will be discontinued on January 1st and the tobacco business will be open to any one wishing to engage in it, according to advices received by a firm in New York.

The Bannan-Braelow Co. with an authorized capital, has been incorporated at 700 Broad Street, Newark, N. J., to engage in the cigar and tobacco business. The incorporators are Harry A. Braelow and J. A. Klein, of Newark, and Harry Silverstein, of Milburn, N. J.

Herman Leiser and Robert Frederick, of New Orleans, and Jacob Kalm, of Cincinnati, will engage in the cigar manufacturing business with a capital of $50,000, in New Orleans. Associated with them will be Edward Reguera. The temporary address in New Orleans is 615 Commercial Place.

Most Value *Most Quality*

LA AZORA
MOZART
LOVERA
HARVESTER
CASTELLANOS
EL SIDELO
DUTCHMASTERS
NEW BACHELOR
ADLON
"44"

CONSOLIDATED CIGAR CORPORATION
NEW YORK CITY

You'll learn to love
Life
Cigarettes

Chocolate-Seasoned Burley Blend that's DISTINCTIVELY MILD

EXCLUSIVE PROCESS
....UNION MADE....
PATTERSON BROS. TOBACCO CO., TR.
RICHMOND, VIRGINIA
IF YOUR DEALER DOES NOT HANDLE THEM, WRITE US

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made fo every ten (10) additional titles necessarily reported. made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

FLOR DE SANENGO:—41,943. For all tobacco products. December 3, 1920. The Moehle Litho. Co., Brooklyn, N. Y.

SAME OLD SMOKE:—41,944. For all tobacco products. November 17, 1920. Robert J. Lytle & Co., Chicago, Ill.

JOAN CLAIR:—41,945. For cigars. December 8, 1920. Central Cigar Box Co., St. Louis, Mo.

CHAPMAN HOUSE:—41,948. For cigars. October 11, 1920. The Chapman-House Cigar Co., Los Angeles, Cal.

Poppy Bouquet:—41,949. For cigars only. December 6, 1920. American Litho. Co., New York City.

CLEMENT C. MOORE:—41,952. For all tobacco products. December 11, 1920. American Litho. Co., New York City.

TAMPA BLOTS:—41,956. For all tobacco products. December 9, 1920. Lasteco Cigar Co., Quincy, Fla.

JUDGE QUALITY:—41,957. For all tobacco products. December 8, 1920. American Box Supply Co., Detroit, Mich. (Title to this trade-mark claimed to have been acquired by a transfer from Calvert Litho. Co., Detroit, Mich., December 6, 1920.

SOKOL:—41,960. For smoking, chewing, plug, scrap and snuff tobacco. H. Rippen, Perth Amboy, N. J., December 13, 1920.

TRANSFERS

DISCRETION:—9,738 (Tobacco Leaf). For cigars. Registered February 7, 1895, by J. J. Wiedmann Cigar Box Co., St. Louis, Mo. Transferred by Wiedmann-St. Louis Cigar Box Co., successor to J. J. Wiedmann Cigar Box Co., to Eugene P. Gillespie, York, Pa., December 8, 1920.

EL CRISTOFORO:—32,248 (Tobacco Journal). For cigars, cigarettes and cheroots. Registered November 10, 1906, by Calvert Litho. Co., Detroit, Mich. By various transactions acquired by Wm. Applefield, San Francisco, Cal., and re-transferred to Morris Black, San Francisco, Cal., August 24, 1920.

B. LYON'S CAPITOL:—5,477 (Tobacco Leaf). For cigars. Registered February 17, 1891, by B. Lyons, Appleton, Wis. Transferred to W. L. Lyons, Appleton, Wis. Transferred to W. L. Lyons, Appleton, Wis.

CAPITOLETTES:—20,079 (Tobacco Leaf). For cigars. Registered December 5, 1900, by B. Lyons, Appleton, Wis. Transferred to W. L. Lyons, Appleton, Wis.

OTELLO:—8,852 (Trade-Mark Record). For cigars. Registered January 22, 1887, by Geo. Schlegel, New York City. Transferred to Mi Favorita Cigar Co., New York City, December 13, 1920.

VELASQUEZ:—6,760 (Trade-Mark Record). For cigars. Registered April 2, 1890, by Geo. S. Harris & Sons, Philadelphia, Pa. Transferred by American Litho, Co., successors to Geo. S. Harris & Sons, to O'Halloran & Co., Tampa, Fla., January 1, 1900, and re-transferred to Y. F. O'Halloran & Son, Tampa, Fla., December 8, 1920.

LIBERATION:—19,266 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered May 21, 1898, by Geo. S. Harris & Sons, New York City. Transferred by American Litho. Co., successors to Geo. S. Harris & Sons, to O'Halloran & Co., Tampa, Fla., October 17, 1899, and re-transferred to Y. F. O'Halloran & Son, Tampa, Fla., December 8, 1920.

ALCORA:—32,316 (Tobacco Leaf). For cigars and cigarettes. Registered October 1, 1906, by Bernard Lett & Co., Boston, Mass. Transferred to Pacific Commercial Co., New York City, and Manila, P. I., November 24, 1920.

MARILYN MILLER:—41,543 (Tobacco Merchants' Association) For all tobacco products. Registered January 2, 1920, by Bernard Lett, Boston, Mass. Transferred to Pacific Commercial Co., New York City, and Manila, P. I., December 1, 1920.

JOHN BRADSTREET:—36,373 (United Registration Bureau). For cigars and cigarettes. Registered February 16, 1911, by Geo. Schlegel, New York City. Transferred to America Litho. Co., New York City, December 16, 1920.

A LONG WHILE BETWEEN SMOKES

"Six years ago," said Smithson, "I made up my mind that I was smoking too much. It didn't seem to affect my health in the least, but I thought it a foolish waste of money, and I decided to give it up."

"A very sensible idea," remarked Brownlow.

"So I thought at the time, I reckoned up as closely as I could how much I had been spending each day on cigars and tobacco. That sum I set aside each morning and started a banking account with it. I wanted to be able to show exactly how much I had saved by not smoking."

"And how did it work?" inquired Brownlow.

"At the end of six years I had £150 in the bank."

"Good! Could you let me—"

"And a few days later," interrupted Smithson, "last Tuesday, in fact—the bank failed. You haven't got a cigar about you, have you?"—Ex.

INGERSOLL'S TRIBUTE TO TOBACCO

These leaves make friends and celebrate with gentle rites the vows of peace. They have given consolation to the world. They are the companions of the lonely, the friends of the imprisoned, of the exile, of workers in mines, of fellers in forests, of sailors on the deep sea. They are givers of strength and calm to the vexed and wearied minds of those who build with thought and brain the temples of the soul. They tell of hope and rest. They smooth the wrinkled brows of care; drive fear and strange misshapen dreads from out the mind, and fill the heart with rest and peace. Within their magic warp and woof some potent, gracious spell imprisoned lies, that, when released by fire, doth softly steal within the fortress of the brain and bind in sleep the captured sentinels of care and grief. These leaves are the friends of the fireside, and their smoke incense rises from myriads of happy homes. Cuba is the smile of the sea.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
BRANCH
INTERNATIONAL PLANTERS CORPORATION
280 BROADWAY : : : NEW YORK, N. Y.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37TH STREET
BROOKLYN, N. Y.
HIGH GRADE CIGAR LABELS AND BANDS
170 WEST RANDOLPH ST., CHICAGO, ILL.
723 BRYANT STREET, SAN FRANCISCO, CAL.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
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VOLUME 41 NO. 2

The TOBACCO WORLD

JANUARY 15, 1921

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FOR SALE—Wisconsin Binders and B's at reasonable prices. Will sell in lots from one case up. Herman Anderson, Janesville, Wis., R. F. D. 1.

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WE HAVE A LARGE QUANTITY OF CIGAR SCRAP, OUR Own Combination, as Good as any Shorts which we we offer at 16 cents per pound for cars. Write for sample. Inter State Tobacco Co., Red Lion, Pa.

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CIGAR LABELS WANTED—Will buy small or large quantities of discontinued cigar labels and bands. Send samples with quantities and full particulars. Address Box A-212, care of "Tobacco World."

The Tobacco World
Established 1881

Volume 41 January 15, 1921 No. 2

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OFFICE OF THE PHILIPPINE TOBACCO AGENT
172 FRONT STREET
NEW YORK CITY

Manila Cigar Standards will be Maintained

By authority of the collector of Internal Revenue for the Philippine Islands announcement is made that on all cigars exported from the Philippines to the United States established standards of quality and workmanship must be maintained.

The law requires that in Manila cigars only superior tobacco grown in the "Cagayan Valley" can be used and that cigars must be hand-made (Spanish method) long filler, in a sanitary factory under government supervision.

Under present market and labor conditions and government restrictions all Manila cigar manufacturers agree and declare that it is impossible to accept orders at prices lower than those now prevailing without lowering quality.

The Philippine Government, jealous of Manila cigar reputation under the government guarantee, chooses to sacrifice its revenue from this source rather than permit the lowering of the present standard on Manila cigars for export.

Conditions therefore make impossible the lowering of Manila cigar prices.

NOTICE

There is a considerable quantity of damaged Manila cigars in the United States which have become sub-standard in transit. Cigar buyers may be reasonably certain when Manila cigars are offered at below the market price that this merchandise is not Government Standard Cigars.

C. A. BOND

Tobacco Agent for the Philippine Government.

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CIGARS
Are Positively the Best at their Price

They are big sellers and fast repeaters. A box or two on your showcase will increase your business.

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Chewing Plug
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P. B. Gravely Tobacco Co. Danville, Va. ESTABLISHED 1831

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The Juan F. Portuondo
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PHILADELPHIA

Volume 41 **THE TOBACCO WORLD** Number 2

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, JANUARY 15, 1921 Foreign $3.50

EDITORIAL COMMENT

TO obtain good will, you must show your good will first. To have friends, you must be friendly." Thus, Daniel W. Kingsley, writing in "Printers' Ink Monthly," quotes Charles Errett, general manager of the Lily Cup Company.

From time to time, whenever we could get any body to listen to us, we have argued that the retail cigar business of the country could be lifted to a much higher plane if the cigar manufacturers themselves would make an effort to co-operate more closely with the dealer.

The retail cigar dealer is the most necessary of all men to the cigar manufacturer. As a business man, however, he is far below the average of either the manufacturer or the jobber.

The cigar manufacturer who first undertakes to do something more for the retailer than merely sell him his particular product, will, if he persists, reap a harvest of good will that can be translated not only in friendships, but in dollars and cents.

Mr. Errett put into two brief sentences the foundation stone of enterprise that builds for the future.

There is scarcely a retailer in the land who does not have customers who pass three or four other cigar stores in order to patronize his particular shop. It is because that retailer has created good will for himself.

While the day is not yet passed when price does not cut some figure, the fact remains that there is a steady growth of sentiment for the man who delivers something more than the bare product.

You can call it Service, or whatever you please. But if it is something that obtains good will, it means better relations with the customer and better business.

The retail cigar business can be lifted to a higher plane if the cigar manufacturer will lend his efforts.

The cigar manufacturers who will invest some time and money in helping to make better business men out of the retailer dealers will reap their own reward.

As the dealer is educated to better business methods there will be also a growth of good will, and with that an ever-increasing appreciation of what has been done for him. And besides this the dealer will have the ability to sell more and better goods.

WITH the first of the year there came a slight decrease in the price of some kinds of cigar box lumber ranging around $7 or $8 per M. feet. This has in most cases been promptly passed on to the cigar manufacturer, the average decrease being around one cent per box.

In one or two sections where cigar box manufacturers have had to compete with highly paid industries for their help there has been a slight reduction in labor, but the general tendency has been not to reduce cigar box labor for the reason that it has been far underpaid, and now with many factories closed entirely and none working more than fifty per cent., the revenue to this class of skilled help is small enough.

It is doubtful if at this time that labor, particularly in cities, would accept any drastic reduction in the cigar manufacturing and cigar box manufacturing industries.

However, no one should overlook the fact that with decreased production there is an increase in overhead, which in the case of both cigars and cigar boxes means a higher cost of production. Cigar box manufacturers with larger production will undoubtedly find when they examine their costs for December and January that their increase in production costs exceeds any reduction they have made.

Conditions in both the cigar and cigar box industry emphasize the fact that both should change their prices with the fluctuation in the costs of material and labor.

Those who changed their prices frequently as the costs mounted, should be in a position to reduce immediately with the falling market.

Unfortunately neither the cigar manufacturers nor the cigar box manufacturers to any extent adopted this practice. It is true that after they found how things were going there was continual revision in prices, but in the meantime both had been losing money.

Now we are entering a period when those who did not revise their prices with the market will have to take a loss, and this will seriously impair the profits, if not the capital of many concerns.

When the profits of 1921 are averaged with the profits of 1919 and 1920, we doubt very much if they will show even a fair rate of interest for the capital invested.

Business Building

By a trained Business Man and Advertiser
Written especially for
THE TOBACCO WORLD
by A.E.P.

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I HAVE a bouquet and a club for the Reformer. My bouquet is a beauty, and my club is heavy and filled with knots.

If it wasn't for the Reformer I fear me we would be dwelling in caves and in rude shacks in tree limbs. The Reformer finds some little fault in humanity and he forthwith devotes his life to correcting it. He sacrifices everything in the cause. Poverty, suffering, prison, do not feaze him; and when Old Time swings his scythe a younger reformer steps in his shoes to continue the work. The world owes a mountainous debt of gratitude to the Reformer. And I sing his praises.

But he is a demnition nuisance. He don't use good sense, good taste, good judgment, good tactics or good ways of reforming—either in selecting the thing to reform, or the manner of going about it. He works twenty-four hours daily, including Sundays, and he really believes nothing is of the least importance, but the reform he is working on.

Now, she has tackled our President-Elect, and wants him to cease his little whiff of the soothing weed, and he would have every person in the country write a letter every day to Marion requesting him to set an example of a reformed smoker to every person on this and the surrounding planets.

Considering the fact that perhaps time is hanging heavy on his hands, Mr. Harding might enjoy reading the letters, but we are torn with doubts.

THANK YOU, COME AGAIN," said he. In a town out in Ohio a young man started in business. His capital was limited, and therefore he had just an ordinary store in an ordinary location, an ordinary stock of goods which he sold at ordinary prices.

Being just an ordinary business all through it would have followed the ordinary course of drying up and blowing away in a year or two or three, unless something extraordinary was done.

The young man hadn't money to do anything extraordinary, so he called upon his wits. He took a sheet of paper, 10 x 12 inches and printed on it with all possible care and skill the words—THANK YOU, COME AGAIN, and pasted it on the inside of his show window where passers-by could read. He also rehearsed the art of uttering these words with just the tone, inflection and smile which would produce the most favorable impression on people; and then he got it off on every customer who entered his store.

It was all done so naturally and pleasantly that it "took," and it pleased folks. They told about it, and soon his place was known as the "THANK YOU STORE," and he achieved an envied business success.

Don't get the idea that it was simply because he said "Thank You" that he turned the trick. It was because he studied and practiced just exactly how to say it—what tone and inflection to give it, how to accompany it with a certain look of the eye and a certain smile. Neither too little or too much.

We can't impress it on ourselves too strongly that it is the little things which lead to big success; little things perfectly performed.

NOW COMES THE CIGAR in a new role—the peace-maker of the world; the pacifier of war and strife; the agent of peace, calmness and serenity of mind.

We have known it was all these to the individual of ordinary status, but now we must accord it the credit of working its beneficent influence upon diplomats and statesmen.

The newspapers tell us that the Supreme Council of the League of Nations smoked cigars—and they must have smoked right industriously; for their cigar bill amounted to the tidy sum of sixteen thousand dollars.

I have heard of judges, writers, students, lawyers and such, who resorted to the soothing vapors of the weed when they had a knotty question to solve, and who claimed that the leisurely puffing of their favorite pipe or cigar brought calmness to the mind, cleared away the mental cobwebs of the brain and helped them mightily in arriving at a wise and proper decision. And now the League of Nations confirms the wisdom of their belief.

Never in the history of the world have such profound and complicated questions taxed the minds of men. Never before have the answers to questions involved such portent to the human race. And I wish to state that those questions were decided with a wisdom that excites the admiration of all.

When a calm, judicial decision was necessary these men seem to have closed the doors and smoked—smoked good cigars—smoked silently, thoughtfully, quietly—and out of their meditations came decisions, wisely made which will influence humanity for generations.

Oh, mighty and potent cigar! We sing your praise!

Happenings at Washington of Trade Interest

(Special from THE TOBACCO WORLD's Washington Bureau.)

Washington, D. C.

CHARGES of conspiracy among a few big tobacco manufacturers to steal the crop of tobacco from the farmers, are made by Representative J. Campbell Cantrill, of Kentucky, himself a large tobacco grower. State and Federal laws are sufficient to prevent such an illegal combination, he declared, expressing the hope that every Commonwealth's attorney and every Federal district attorney in the State "will immediately make a full and complete investigation of these conditions so that such a combination, if it exists, is broken up and the offenders brought to immediate justice."

Representative Cantrill expressed it as his individual opinion that the burley growers should not permit their crops to go on the market until the manufacturers are willing to offer better prices. "I realize full that it would be a tremendous hardship on the banking interests and the merchants to postpone the market and to carry over this crop of tobacco for another year," he said, "but it is equally true that for the tobacco grower to sell his crop, which has cost him about thirty-five cents to produce, at an average of from eight to twelve cents, means complete and utter ruin for one-half of the land owners who have grown tobacco, and complete ruin for practically every tobacco tenant in the Burley district."

The bulk of the Burley crop is consumed by five or six large manufacturing concerns, the representative declared, and eighty-five per cent. of the crop is consumed in the United States. These manufacturers asked the growers to keep their low-grade tobacco off the market, promising a decent price for their better grades if they would do this. "I feel sure that the Kentucky tobacco growers are made of sterner stuff than to permit these five or six manufacturers to steal their tobaccos at the present price, while the growers stand with their eyes wide open and look upon the proceedings. The five or six large concerns are abundantly able to pay at least the cost of production and more, for the Burley crop. The Burley growers should not permit their crops to go on the market until the manufacturers are willing to pay this price.

"The most effective and quickest way to bring relief to the holders of the present crop of tobacco would be a determination on the part of the growers not to grow a crop of tobacco in 1921, and to withhold this crop from the market until a decent price is paid for it. There is no basis, either in the present business conditions of the country or in the stocks of tobacco which the manufacturers of Burley tobacco have on hand, which would in any way justify the extremely low price which they have offered to pay for the present crop."

The Treasury Department has dealt a severe blow to the would-be reformers who preached so loudly during the war that the sending of cigarettes to the soldiers abroad would make us a nation of cigarette-smokers, with all the ills that might attend such a condition.

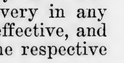
Testifying before the Senate Finance Committee, Dr. Thomas S. Adams, the tax expert of the department, declared that cigars are netting the Government more revenue than cigarettes, and that the latter is not returning nearly as much in taxes as had been expected.

During November, 1920, revenue from cigars amounted to $4,448,000, as compared with $4,708,000 for the same month of 1919.

During November, 1920, revenues from cigarettes amounted to $10,587,000, as compared with $14,307,000 for the same month of 1919.

"The drop in cigarette revenues surprised us," Dr. Adams told the members of the committee, "for we had figured on increased revenues as a result of the widespread popularity of this form of smoking."

Alas, the poor reformer.



The Post Office Department is calling attention to the fact that while a postal convention has been concluded between the United States, Spain and countries of Central and South America, including Mexico and Cuba, providing for the application of domestic postage rates to mail matter originating in any one of the countries named and addressed for delivery in any other, the agreement has not yet become effective, and cannot be put in force until ratified by the respective governments.

Accordingly, mail matter for any of the foreign countries affected should be prepaid at regular foreign rates until announcement is made by the department that the various countries have consented to the agreement.

The immediate release and return to the original owners of all moneys and property of every kind or character, or the proceeds of such property where the same has been sold, which were seized or taken over by the Alien Property Custodian during the war, is provided for in a bill introduced in the House of Representatives by Congressman Caldwell of New York.

Claimants under the terms of the measure would be required to show that they were not indebted to the United States for income or other taxes before securing the return of their money or property.

LEAF MARKET JOTTINGS

LANCASTER County produced over 82 per cent. of the Pennsylvania tobacco crop last year, according to the State Department of Agriculture. The average yield was 1470 pounds per acre and the total production was 57,911,880 pounds. The average for the past five years was 50,000,000 pounds.

The Lancaster County Tobacco Auction Sales enterprise appears to have fizzled. The January 5th meeting was a complete frost. Business was started at 1 o'clock but there were no buyers in attendance, so sales were not attempted until 2 o'clock. Every one of the crops offered was withdrawn for lack of bids. A few bids on the side of 16 to 18 cents were flatly refused. There being no further business before the meeting, after a short and mournful speech by the principal promoter, the farmers drifted home to their local stores and barrels of sweet cider.

Representatives of various large buyers have been busy looking over crops and picking up lots here and there. The situation is confusing as some correspondents thing the move will soon be on, and others say that it is likely to hold off. Of the lots bought, prices that have been mentioned are 22 and 7 cents; eight lots from 20 to 22 cents; several acres at 20-10-6 cents, and one fine crop at 23 cents.

The *Lancaster Examiner and New Era* said on January 7 that a number of instances have been cited recently in which buyers have gone to growers from whom they have bought for years and asked crop conditions. The return question in every case was "what are you paying?" and when told the prevailing figure the impending deal comes to an abrupt halt. The buyer is not even asked to look at the goods and he makes no overtures in this direction. The buying break is still some time in the dim distance.

In the South the tobacco markets have not resumed sales since the Christmas holidays with a few exceptions. The tobacco men have been visiting and discussing the situation, which may be summed up as an over-production of from 30 to 40 per cent. or more in some classes of tobacco.

About 40 per cent. of the crop in the old belt is unsold and perhaps 30 per cent. in eastern North Carolina. Richmond tobacco men estimate the unsold sun-cured tobacco at from 75 to 80 per cent. of the crop and unsold portion at about 8,000,000 pounds. The remaining crop is said to be generally very inferior with a large proportion of damaged leaf.

The Florida and Georgia Tobacco Association was recently organized at Quincy, Florida. The officers of the association are: President, J. L. McFarlin; vice-presidents, M. L. Floyd and D. A. Shaw, secretary-treasurer, E. M. Collins.

An illuminating view of the tobacco situation in the South is presented in resolutions adopted at a recent meeting of the Eastern North Carolina Tobacco Association. The resolutions are in part as follows, with most of the verbiage cut out.

The normal supply of bright tobacco is about 300,000,000 pounds annually. There will be carried over from the 1920 crop fully 300,000,000 pounds—enough to supply the needs of the world if not a single pound is raised in 1921.

Any reduction that does not amount to at least 50 per cent. will invite disaster.

Norfolk, Va., made a big advance last year toward becoming one of the leading tobacco exporting cities of the country, the approximate value of cigars and cigarettes exported to July 1 was $50,000,000.

In the Connecticut Valley the annual exposition of the State Board of Agriculture will be held at the State Armory from January 14 to 21 in conjunction with the State Manufacturers' Association and other bodies. Prizes will be offered for the best exhibits of shade, primed Havana, Havana seed, broad leaf and round-tip. In regard to the latter, which was recently developed at the Farm Bureau Experiment Station, is is predicted that round-tip will prove worth millions of dollars in the next few years.

For further information regarding round-tip address the Hartford County Farm Bureau.

The annual meeting of the New England Tobacco Growers' Association will be held in the hall of the Chamber of Commerce at Hartford on January 26.

Kentucky has presented, since the first of January, considerable turmoil and confusion, with some disorder. The Carlisle burley market closed on January 4 after angry speeches had been made by growers, in which threats were made against the buyers. The Lexington market closed down an hour after the opening, to be opened again as soon as conditions are more stable. Amid general disorder the growers stopped the sale at Maysville. At Covington on January 5 the growers resolved to withdraw all 1920 tobacco from the market. The sale stopped soon after it opened.

In contrast to these and several others, the markets at Cynthiana, Richmond and Eminence opened with satisfactory prices, with better grades at $30 to $45.

A Most Important Income Tax Decision

Copyright January, 1921, by Elton J. Buckley.

A MOST important decision has been handed down by the United States Court for the District of Connecticut, which probably affects a large majority of all the people, particularly business men, who pay income taxes. The decision in a nutshell is that when the owner of property which he is not a dealer in, sells it at a profit, he need not treat the profit as income. The Government has always insisted that he must. The decision applies both to real and personal property.

The law imposing a tax on incomes provides that taxable incomes shall include gains, profits and income derived from * * * sales or dealings in property. And the Constitutional amendment giving Congress the right to levy an income tax provides that the tax shall be laid on incomes "from whatever source derived."

This language was rather broad, and the Government has taken the position that if a man sold *anything* he owned, and made a profit on it, he must class that profit as income and pay a tax on it. That included his house, or his store building, or any other real estate, or stocks, or bonds, or mortgages, or even his business if sold as a whole. It made no difference that he was not a dealer in the property sold, the Government said he had made a profit on it, which was part of his income. And on its face that looked plausible.

My own view, however, which I have expressed whenever I could get anybody to listen to me, was that a profit so made was not income at all, but simply an accretion or increase of capital. When a man owns a store building which he rents, the rent is income, of course. But when he sells the building for $3000 more than it cost him, he has simply increased his capital to that extent. Up to the case which has now been decided, however, nobody seemed to care to go to law about it, and the question has never before been raised.

The case which I have referred to was brought against the Government in Connecticut by a man named Brewster, who had sold certain bonds which he owned, at a profit of $17,000. The Government as usual said that he must class that $17,000 as income and pay a tax on it. And he did pay it, but only under protest. Immediately afterward he sued the Government to get it back. His contention was the one I have outlined, viz., that he was not a dealer in bonds and the mere sale of property which he owned privately, at a profit, did not produce any "income" at all, but only an increase in capital.

The court, in one of the best considered opinions I ever read, upheld his contention and ordered the Government to give him back his money. I shall reproduce enough of the decision to make readers hereof clear on the point, for it is highly important:

"It is the contention of the plaintiff that the statute is unconstitutional in so far as it taxes as income the increased value of investments when realized by sale, and that such a tax is a direct tax upon capital or property not authorized by the Sixteenth Amendment and not a tax upon income. In other words, that such gains do not come within the definition of income as the word is used in the Sixteenth Amendment.

"On the other hand it is the contention of the Government that such gains do constitute income properly taxable under the Income Tax Law of 1916.

"The question presented is whether the advance in the value of the bonds, during the period of four years, over their cost, realized by their sale, was subject to taxation as gains, profits or income of the plaintiff for the year in which the bonds were sold. The answer which should be given to this question does not, in our judgment, admit of any doubt. The advance in the value of property during a series of years can, in no just sense, be considered the gains, profits or income of any one particular year of the series, although the entire amount of the advance be at one time turned into money by a sale of the property. The statute looks, with some exceptions, for subjects of taxation only to annual gains, profits and income.

"The mere fact that property has advanced in value between the date of its acquisition and sale does not authorize the imposition of the tax on the amount of the advance. Mere advance in value in no sense constitutes the gains, profits or income specified by the statute. It constitutes and can be treated merely as increase of capital.

"The exact question presented in this case has not been before the Supreme Court since its decision in Gray vs. Darlington, *supra,* nor did it arise in Eisner vs. Macomber, *supra.* Notwithstanding certain passages in the opinion of the court in the Macomber case stating that when dividend stock is sold at a profit, the profit is taxable like other income—which I consider, in view of all that has been written by the Supreme Court in a long line of income tax decisions, must mean that the profit derived from such transactions, if it is income, applies in the case of a trader and not in the case of an individual, who merely changes his investments.

"Therefore, under the authority of Gray vs. Darlington, which is approved in Lynch vs. Turrish, *supra,* I feel constrained to hold that the appreciation in value of the plaintiff's bonds, even though realized by sale, is not income taxable as such, and in reaching this conclusion I find support for it in the Macomber case, where Mr. Justice Pitney says: 'Enrichment through increase in value of capital investment is not income in any proper meaning of the term.'"

Millions of men all over the United States have paid income tax on the profit when they sold stocks they owned at a profit, or when they sold a piece of real estate at a profit, or when they sold their entire business at a profit. And they were preparing to do it again this year. Every one of the taxpayers who has paid tax on that principle will be entitled to a refund if this decision is upheld. Naturally the Government will appeal, and the case will eventually get to the United States Supreme Court.

Some Little Things a Retail Tobacconist Can Do

By Clarence T. Hubbard

TALK less and let the other fellow talk more. A good salesman always talks less than his customer. The customer thinks a salesman is a bore if the salesman is windy. A salesman should not tell the story of his life." So spoke George W. Hopkins, president of the New York Advertising Club, in one of his recent seventy-five centimeter talks.

There should be no take it or leave it atmosphere in the cigar store. The cigar man should be interested and curious enough in the interest of his success to learn the story of his goods. The cigar salesman should be able to gauge the customer and please him. It isn't necessary to go from Genesis to Revelations in explaining a particular brand of cigars or tobacco to an interested customer. Talk with your customers —not at them.

Another "little thing" which the cigar man can practice to profit is in illustrating. This applies especially in the selling of tobacco accessories such as pipes, pipe-holders and other articles. A man has but two ears to talk to, but when shown an object, a picture or some figures, thirty-five nerve centers are immediately opened. Therefore, when you talk your advantages are but two to one, but when you illustrate your chances are thirty-five in your favor to one on behalf of the customer.

The tobacconist has a particular advantage when it comes to illustrating. Tobacco goods are in themselves attractive, and can be made even more so when the salesman fully demonstrates the article being considered. A pipe, for example, is always much more fascinating when its composition is shown. In fact, one tobacconist has created much interest in his offerings by having on hand a few extra pipe stems and other auxiliary features which he uses for illustration purposes.

Among the many little things which the tobacconist can practice to good sales advantage is the plan of one cigar man who always makes it a point to see that the top row of cigars in each one of his boxes as appearing in the case, is broken. In other words, he never offers a box of cigars for the customer's selection without first seeing that the upper row of cigars, the ones appearing on top, is broken in order that the customer may remove more easily as many as he wishes.

The tobacconist has found that when a box is offered and a row has not been opened, the customer in his difficulty to remove a cigar often only takes one where he might have taken several were the opportunity for selection more easier.

Another "little stunt" always respected by another tobacconist is in keeping a box of matches handy next to his mechanical cigar lighter. He has discovered from observation and experience that many customers due to unfamiliarity with the mechanical lighter often give up lighting a cigar rather than call attention to their inability to manipulate the lighter. In order that these customers as well as all others may be pleased and not subjected to any embarrassment this tobacconist maintains both a mechanical lighter and in addition a box of matches which all customers seem to appreciate. The study of such "little things" is often the road to bigger sales.

Another proprietor of a tobacco store wherein several salesmen are employed keeps an accurate record of all sales weekly. At the end of every week he works up a brief statement showing the comparison of the week's sales to that of the week previous, the month previous and the year previous. By giving one of these statement to each of his salesmen and carefully studying the results himself he is able to stimulate returns in the desire of all connected with the store to keep the volume of sales in good comparison.

A good memory is also to be classed among the category of "Little things" that will help the ambitious retail salesman. Especially when his memory is applied to the names of customers. A customer always appreciates it when he is addressed by his proper name, instead of being asked, "What can I do for you, *Sir?*" A little plan which can be adopted to help matters along in this direction is in the free use of a memorandum pad. In fact, several merchants are known to immediately record the names of new customers on such pads or in memorandum books for future reference. In this way, and by also making a special effort to mentally remember the name, a worthwhile service is achieved. Oftentimes a salesman's memory as applied to names can be assisted in connecting the name with the particular kind of a day, or some other outstanding feature that is observed during the transaction. If, for example, Mr. Williams enters the store as an entirely new customer to make some purchase and the day happens to be a stormy one, the salesman in endeavoring to firmly establish the name of Mr. Williams in his mind for future service can connect the name Williams with the thoughts of a stormy day. Then when Mr. Williams again makes his appearance, the mind will often give a good account of itself in presenting his name in the subconscious suggestion that he was the man who made a purchase on the last stormy day.

Another little feature which is practiced to success by a retail salesman is in applying the most appropriate way of naming the price of an article considered. Most clerks when asked the price of a certain thing replies, "This will cost you $5, or we ask $5 for this pipe," and similar phrases. A salesman who has made a study of this important part of a transaction firmly believes in avoiding all such statements. He never ventures the statement, "This is our price," or "This is marked $7." Instead, whenever the point is reached where the customer requests the actual price, he always replies, "This is a $4 pipe," or, "This is a $4.50 holder." In this way he convinces the buyer of the actual class of article being offered and in no way disturbs the sale by stressing any suggestions that the price is a tagged one or one arrived at by the store.

In the good way of announcing that, "This is a $2 pipe," or that "This is a $4 match box," he makes it clear that the figure mentioned is the "value price" of the article being considered.

A LETTER TO VELVET JOE

Velvet Joe, St. Louis, Mo.,
4241 Folsom Avenue.

DEAR JOE:

I am not surprised that you are sticking to the almanac business. You will remember how I told you, some years ago, when I spent a week in your cabin near De Soto, that if the game ever petered out you could make a living as a dam literary fellow and a better one than lots of the A. B.'s and the rest of the alphabet. Down East they think there are no brains south or west of Hahved, but you had a nut full.

Now that the women are wearing farm-bred foxes and rabbit skin seals and there is nothing left but two-legged coons, and I know you never would play gawf with a hoe or tennis with a pitchfork, stick to the ink pen and old St. Loo, and the old Mizzoury corncob. I have one and a can of Velvet right here in my desk.

Of course you don't write the stuff about what an old darkey preacher called Satrun, Wenus and Juniper, any more than I do all the stuff I turn into the TOBACCO WORLD magazine, but I reckon you could write a chapter on moonshine if you was called on.

Remember how I went over to St. Loo and got a gallon of red licker and we preferred the old jug after all? Had a dam-sight better kick.

Well, Joe, this is quite a letter; you are sure enough a wise guy and I wish I had your wisdom that grew in the woods. I may come out Mizzoury way—that is the true way to spell it—and will drop in on you. I guess we can stir up a can of Velvet and smoke a peace pipe. Anyway, I wish you and any of the old-timers a Happy New Year.

Yours truly,

G. W. J.

(If you want a Velvet Joe Almanac you may get one by writing at once—if there are any left out of two million copies—to Joe's house in St. Louis, as above.—J.)

BLIND MEN AND SMOKING

The question has before today been debated as to whether blind men can enjoy tobacco. It is poignantly brought home to a Europe recovering from war that they can. The discovery should be looked upon as gratifying. Anything which can ameliorate the lot of those who have lost their sight should be plentifully supplied, both by voluntary agency and by the administrations of institutions. Sir Arthur Pearson puts the case for the blind clearly when he says: "I smoked a great deal before my sight left me. I smoke a great deal still, and I am pretty sure that I enjoy my pipe or cigar more than I used to. Though it is, of course, true that a blind man misses the delightful sight of the curling smoke, his increased appreciation of the flavor of tobacco in my opinion more than makes up for this. The men of St. Dunstan's would, I know, almost unanimously agree with me, and so would many blind civilian smokers whom I know."—London "Tobacco."

"Commerce Reports" on January 6 said that the Swiss Government has very considerably increased the import duties on various kinds of tobacco. Specific information had not been received at that date.

Tampa Notes

Tampa, Fla.

Reports from Jacksonville that Judge Call had made the injunction granted the cigar manufacturers permanent, were erroneous, it has been stated. The Judge merely continued the temporary injunction in effect pending the recovery of the cigar unions' counsel, who was ill, according to Don C. McMullen, counsel for the cigarmakers, who was to have appeared before Judge Call Monday, January 10. Mr. McMullen was still ill on that date and secured further time. The answer has just been filed.

The answer denies that the unions are insolvent or that they or their officers conspired to bring about any violence, intimidation, etc. It claims that the defendants have not interfered with any worker or has ever attempted to discriminate against non-union men.

It lays blame for the strike on the manufacturers, saying they fired one hundred and fifty union men.

The answer also submitted as "Exhibit A" a copy of the by-laws of the Tampa Cigar Manufacturers' Association, alleging that it is an organization in restraint of trade.

Assurance that something will be done with the proposed anti-immigration bill to relieve the situation in Tampa regarding the immigration of cigar workers from Cuba, was given a committee of Tampans that appeared before the House Committee holding hearings on the bill, according to former Congressman S. M. Sparkman, who headed the committee from Tampa.

The committee went from here to point out that hundreds of cigar-makers regularly affiliated with the industry in Tampa, are in Cuba and might be there when the proposed bill becomes a law and who would want to return when the strike in Tampa is settled.

Congressman Johnson, author of the bill, told Mr. Sparkman that he would see that a suitable amendment was made.

GREETINGS TO THE JEFFERSON LEAF TOBACCO COMPANY

We extend to the Jefferson Leaf Tobacco Company, Incorporated, Sparta, Wis., our thanks for the beautiful calendar they have sent us, and congratulations to the artist.

The calendar, which is an ornament to any art gallery, carries a hand-painted picture, reproduced from life, showing a mother and child. The little one is taking her first lesson upon a grand piano. Motherhood, Childhood and Music is a happy combination, calculated to dispel the little clouds that often form in a publisher's office and others.

May the Jefferson Leaf Tobacco Company continue its prosperous career.

HAPPY NEW YEAR

The "Modern Merchant and Grocery World" wishes a Happy and Prosperous New Year to everybody who deserves it. Thank you, dear sirs.

To Establish Tobacco Grades

IN order to assist in placing the marketing of tobacco upon a more business-like basis, the United States Department of Agriculture is about to begin investigations which will lead to the establishing of tobacco grades applicable throughout the entire industry. Though tobacco ranks fourth among the crops of the United States, returns more than $1,000,000,000 a year in agricultural wealth to the Nation, and more than $300,000,000 in annual revenue to the Government, it is marketed in a manner which producers of less important crops would regard as a short cut to financial ruin.

For this condition, the specialists of the Bureau of Markets, Department of Agriculture, blame primarily the auction system of sales in certain sections and the private contract system in other localities. Under the former method, loose piles of tobacco to be sold are placed on the floor of a warehouse and examined by the prospective buyers. The tobacco is not graded, nor does the owner have much opportunity to describe the merits of his product. The auctioneer then offers the tobacco for sale, and the buyers are practically in a position to obtain the tobacco for any price they choose to pay.

In the latter case, the tobacco is sold privately by growers, who usually have an indefinite idea of market prices, to buyers who are fully informed. The sales frequently are made on the farm and confirmed by contracts that are more binding on the seller than on the buyer. The sale often is made before the tobacco is harvested. At the time of the transaction the tobacco may be so far from being in a marketable condition that even the buyer is unable to determine its value, in which case the farmer usually gets what the buyer estimates to be a safe price or chooses to offer.

In a bulletin published by the Massachusetts Experiment Station, it is stated that "under the contract method of sale, the farmer has all to lose, with no corresponding gain; the buyer, little or nothing." The same statement would apply equally as well to the "auction system," department specialists say.

Because of lack of grades, the tobacco producer is unable to determine if he is receiving a reasonable price for his product. There is no basis for comparison between the prices paid in one community and those paid elsewhere. Quotations of one market usually mean little in other markets, for they are not based upon recognized standards of quality.

In October, the Bureau of Markets, United States Department of Agriculture, held hearings in a number of cities for the purpose of discussing with tobacco growers, merchants, dealers, bankers, warehousemen, and others interested in the industry, tentative regulations for warehousing tobacco under the provisions of the United States Warehouse Act. These hearings were attended by members of the trade who were representative of the tobacco industry generally and considerable interest was shown in the bureau's work. At first, there was an attitude of skepticism regarding the benefits to be derived from the warehousing of tobacco under the provisions of the warehouse act. Doubt was expressed that the bureau would be able to devise satisfactory tobacco standards, but in every instance, before the end of the hearing, the bureau's intention to take immediate action in carrying out its plans to place the marketing of tobacco upon a sound basis, was approved.

Under the provisions of the United States Warehouse Act, the Secretary of Agriculture is authorized to license warehouses for the storage of cotton, grain, flax seed, wool and tobacco. The chief purpose of the act, with respect to tobacco, is to establish a system of warehouses in which tobacco may be safely stored and through which the industry can more easily be financed and tobacco more advantageously marketed. To accomplish this purpose, the act is designed to provide a form of warehouse receipt which will be readily acceptable and widely negotiable as security for loans. Any warehouse that adequately protects the tobacco stored therein may be licensed. The regulations under the act provide for inspection of the premises at irregular intervals, examinations of the commodities stored, and observance by the warehouseman of standards of business practice.

Since the passage of the act, more than three hundred applications for warehouse licenses have been received by the Bureau of Markets, the majority of them during the last year. Producers and warehousemen now appear to appreciate the benefits to be derived from the warehouse act. The bureau's regulations for the warehousing of tobacco are in the hands of the printers and will be ready for general distribution in the near future. How soon tobacco grades will be recommended will depend upon the ability of the bureau to carry on the work with the limited funds at its command. The bureau has received many assurances of co-operation by the tobacco industry.

HONORS PAID TO PENNSYLVANIA TOBACCO EXPERTS

At the annual meeting of the Lancaster County Tobacco Growers' Association on Monday, January 10, tributes of esteem were paid to Dr. F. R. Diffenderffer, of Lancaster, and Dr. William Frear, of Pennsylvania State College.

At a dinner held at the Hotel Weber on Monday evening, handsome gold watch fobs were presented to the guests of honor. The presentation, on behalf of the association was made by E. K. Hibsman, of State College.

Dr. Frear has been engaged in tobacco experiments for almost thirty years. The experimental work in Lancaster County began in 1893. At first fertilizer and curing experiments were conducted at Rocky Springs, south of the city, and at Donegal. Afterwards shade-grown experiments were conducted, from 1898 to 1900, at Cocalico and Marietta. His labors have been of incalculable value to the tobacco culture of the State.

Dr. Diffenderffer, who is now fast approaching his ninetieth year, was the author of one of the most complete histories of the tobacco growing industry in the State of Pennsylvania that has ever appeared in print. It was written and published in connection with the tenth census of the United States (1880) exactly as it was prepared by him, without the change of a letter, and comprised twenty full census volume pages. Mr. Diffenderffer also for a number of years wrote the State Department of Agriculture tobacco reports.

The Factory That Has Always Stood for "Open Shop"

From the time that Val M. Antuono first started to work as an apprentice boy in the factory which he now owns, until the present day, he has always stood steadfastly for the "Open Shop."

He knows from practical experience both as a cigar worker and a manufacturer that such a system works to the advantage of every sincere, conscientious worker—under this system both employer and employee get a square deal and no autocratic "Labor Leader" reaps the harvest of efforts of the workers nor dictates to the manufacturer how he shall conduct his business.

VAL M. ANTUONO'S PRODUCTS

C. H. S. -:- SHANNA

DUKE OF BELCOURT CIGARS

Have demonstrated that "Open Shop" conditions can produce the highest quality products in the world and at the same time give the consumer an assured supply of his favorite "smokes."

VAL M. ANTUONO

TAMPA, FLA.

TRADE NOTES AND NOTICES

A. Siegel and Sons, cigar manufacturers in New York City, have incorporated, with a capital stock of $100,000.

The Golden State Leaf House is the firm name of David A. and Isadore Horn, 526 Washington Street, San Francisco.

"Everything," says the "New York Tribune," "is lower in prices. Even $5 silk shirts are down to $8.50, reduced from $13.50."

The 1920 tobacco crop in Jugoslavia amounts to about 10,000,000 kilograms or about 20,000,000 pounds, which is enough for home consumption.

The L. Roviro Cigar Company, 95 Liberty Street, New York, has been incorporated with a capital stock of $10,000, by G. A. Quintero, R. Honigman and P. J. Condeau, Jr.

"Forbes' Magazine" says, "The public can never grasp the idea that business depressions are just as normal as booms." We say, "the bigger the boom the bigger the bust."

The Burkesville Loose Leaf Tobacco Warehouse Company has been incorporated at Burkesville, Ky., with a capital of $12,000, by S. T. Wagener, W. F. Bouldin and John McComas.

The Axton-Fisher Tobacco Company, of Louisville, Ky., has increased its capital stock from $64,000 to $750,000. Kentucky may have a pain in her "dark belt," but she is all right in the head.

Bayuk Brothers' employees had their New Year's Eve banquet and entertainment in Moose Hall. The sales organization had a three days' convention at the Hotel Adelphia, ending with a banquet on Friday night.

Clarence Lebus & Sons Company has been incorporated at Cynthiana, Ky., with a capital stock of $50,000 by Clarence Lebus, Frazier D. Lebus and Clarence D. Lebus, Jr., to operate a loose-leaf tobacco warehouse.

The regular quarterly dividend of 2 per cent. on the preferred stock of the Universal Leaf Tobacco Company, Inc., has been declared payable January 3, 1921, to preferred stockholders of record December 22, 1920.

The Black Horse Tobacco Company, Limited, of Kingston, Jamaica, capital stock £180,000 sterling has been granted permission to engage in business in the State of Texas. Their agent, Asher R. Smith, will be located at Laredo.

An exchange says that fine quality of the Kentucky type of tobacco is grown in the Ozark region of Missouri. The industry is in its infancy, but the crops produced equal in excellence the same kind grown in the bluegrass soil of Kentucky.

A very beautiful souvenir and one of practical service is the bronze paper knife and letter opener sent out by Sidney J. Freeman's Sons, manufactuers and cigar manufacturers' agents, 123 Liberty Street, New York. It is very artistic both in design and execution.

The G. H. P. Cigar Company gave its employees a reception in the new factory at Third and Brown Streets on New Year's Day. After conducting the employees through the rooms, a dinner followed at which brief addresses were made. The floors were then cleared for dancing.

The buildings for a new match factory in Chinkiang, China, have been completed and the factory will start operations when the machinery is installed, according to an issue of Finance and Commerce. The machinery will be driven by an engine or engines of the internal-combustion type, using kerosene oil. A rich Chinese has purchased some land in Chinkiang, and intends to clear it off and erect another match factory there.

Tobacco from 1916 to 1918, inclusive, was exported from the Dutch East Indies, in the following quantities, respectively: 93,611 metric tons, 12,501 tons and 8047 tons. The bulk is usually shipped from Java, but in 1918 the outlying possessions were the chief exporters. In 1918 Java cargoes amounted to 3457 tons, as against 7244 tons in 1917 and 71,992 tons in 1916. From the outlying possessions were shipped 4590 tons in 1918, 5257 tons in 1917, and 21,619 tons in 1916.

Consul T. H. Haynes has cabled from Berne under date of January 4, 1921, the new Swiss import duties on tobacco, which became effective January 1, 1921. The duty on cigarette tobacco has been raised from 300 francs per 100 kilos to 400, 450, 510 and 1000 francs per 100 kilos, varying according to the quality of the tobacco. The increase on cigarettes is from 1200 to 1300 francs per 100 kilos, and on cigars is from 800 to 900 francs per 100 kilos. The duties on all other manufactured tobacco have been increased to 140, 190 and 250 francs per 100 kilos.

Corrugated Fibre Shipping Cases

GUARANTEED TO MEET ALL REQUIREMENTS FOR

Freight, Express or Parcel Post

Cheaper Than Wood.

More Quickly Packed.

Take Up Less Space.

Save in Freight and Express Charges.

F. LOZANO, SON & CO.
MANUFACTURERS OF
HAVANA CIGARS

TAMPA, FLA. Nov. 17, 1920.

Mr. Edward E. Scharff, President,
Scharff-Koken Manufacturing Co.,
Second and Tyler Streets,
St. Louis, Mo.

Dear Sir:

We are pleased to advise you that the lot of corrugated fibre shipping cases recently purchased from you were delivered to us promptly and in good order.

The fibre cases have proven very serviceable and much time is saved in our shipping department by their use. We have not had a single complaint from our customers about breakage or pilfering in transit. This is doubtless due to the compact and well protected package secured by the use of the fibre cases and the improved method of sealing to which the cases are so readily adapted.

You may rest assured that when our supply of containers needs replenishing we will promptly communicate with you.

Very truly yours,

HSF-A

F. LOZANO, SON & CO

Treasurer.

Are Sealed to Meet Railroad and Express Regulations.

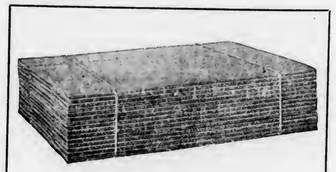
Less Danger of Stealage.

Full Instructions Furnished.

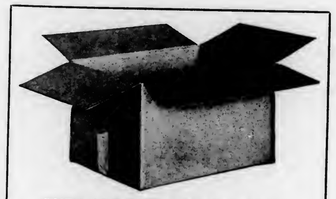
"A Dollar Saved is a Dollar Made"

Write us, stating dimensions—weight of contents—and whether used for Freight, Express or Parcel Post. We will make you very low prices and submit samples to suit your requirements.

There has been a very heavy decline in the market from last year's high prices, and it will pay you to investigate.



CORRUGATED BOXES REACH YOU IN FLAT BUNDLES, LIKE THIS



THEY ARE QUICKLY AND EASILY SET UP, LIKE THIS

SCHARFF-KOKEN MANUFACTURING CO.

ST. LOUIS, MO.

CIGARETTE MACHINES WANTED IN CHINA

The American Consul in Mukden, China, said in *Commerce Reports* on January 11:

"A large portion of the 18,000,000 population of Manchuria uses cigarettes. Men, women, boys and girls are cigarette smokers. There is therefore a large demand for cigarettes of all grades. Manchuria is a tobacco-producing country and cheap labor is abundant. A profitable market being thus assured, several foreign cigarette manufacturing companies have availed themselves of these favorable conditions.

"There are a number of factories using foreign cigarette machines and operating in this district. These factories manufacture cigarettes of only low-grade quality, using principally native-grown tobacco. The medium grade of cigarette is made of a mixture of foreign and native leaves. Some of these factories are now planning to increase their output. The better grade cigarettes, made entirely of foreign tobacco, are manufactured in Shanghai, Hankow and Canton. Beside the local makes, high-grade cigarettes made of Virginia leaf are imported from both the United States and Great Britain.

"This office has recently received several inquiries regarding American cigarette machines.

"Machines capable of large and rapid output, trimming and crimping cigarettes at one operation, are the only kind which appear to be in demand. The machines would have to be of moderate cost, as the cigarettes are put on the market at prices ranging from 1 cent and less to 3 cents for packages of five and ten.

"Naturally, cigarettes sold at such cheap prices are made of the lowest grades of tobacco, and range from mild to full strength. In the manufacture of better class cigarettes of foreign tobacco manufacturers insist upon obtaining 'long leaf' only, and then are willing to pay only a moderate price. The high-priced cigarettes manufactured locally are made entirely from imported tobacco or tobacco grown from imported American seed, and usually sell at 4 cents for a package of ten. The tobacco produced from imported seed is grown in the province of Shantung, where the leaf is dried and cured."

TOBACCO LICENSE IN SWEDEN

The management of the Swedish tobacco monopoly has resolved to advance the license duty which came in force when the monopoly started, for imported manufactures of tobacco from 13 to 18 per cent. of the prices in the price list. The license import duty should, according to the monopoly's prescript, be equivalent to the profit the monopoly makes on its own manufacture. The license duty in the year 1915, when the monopoly started, was placed at 13 per cent. Since there are sufficient home-made tobacco articles obtainable, there is no reason to encourage the import, as during the war, and the tobacco monopoly has therefore resolved to fix the license more in accordance with the monopoly's prescript. The 18 per cent. is even lower than the monopoly was authorized to charge on imports. The prices for the monopoly's own manufacture is not influenced by the increased license duty.

TOBACCO IN BRITISH EAST AFRICA

The American Consul at Nairobi for British East Africa and Uganda states that the demand for cheap cigarettes among the natives has been ever increasing, the majority of the cheaper brands being made from American tobacco by British firms. There should be a good market for cheap American-made cigarettes in this country. Of the importation of tobacco, cigarettes constitute the largest item, being 54 per cent. of the total quantity and 69 cent. of the total value, an increase of 23 per cent. in quantity and 9 per cent. in value as compared with 1917, which shows a decrease in the price of 12 per cent. The United Kingdom supplied 95 per cent. of the consignments of cigarettes, 2 per cent. came from South Africa, and the balance from India, Egypt, etc.

Manufactured tobacco occupies the second place and forms 28 per cent. of the total value, showing a decrease of 35 per cent. in volume and 30 per cent. in value, and an advance of 8 per cent. in price over the previous year; 37 per cent. was imported from the Netherlands, 47 per cent. from the United Kingdom, and 14 per cent. from South Africa. Of the unmanufactured tobacco 18 per cent. came from Portuguese East Africa and 48 per cent. from the conquered territory of German East Africa. There was a large decrease in the importation of cigars, amounting to 77 per cent. in quantity and 75 per cent. in value, the price increasing by 9 per cent.; those from India were 67 per cent. of the total, while 16 per cent. came from the Netherlands.

Restrictions on the export of tobacco from European ports during the year have affected the imports into this country, particularly the shag tobacco, which has usually been imported from the Netherlands. It is expected that the importations now that the restrictions are being removed from the United Kingdom and the United States will be largely increased.

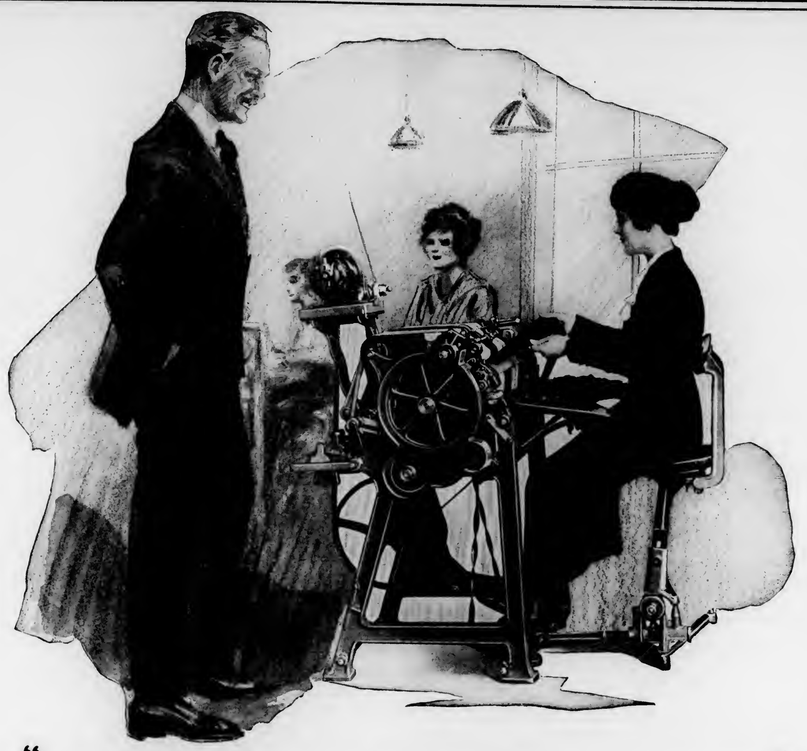
TOBACCO TRADE EXHIBITIONS IN LONDON

The following clipping from "The Irish Tobacco Trade Journal" explains itself, but does not indicate whether any foreign exhibits will be permitted. Whether they are or not, any American tobacco merchants visiting England during the first week in May will be apt to find the exhibition very interesting. The "Trade Journal" says:

"The following gentlemen have consented to act on the committees of the forthcoming Tobacco Exhibition and Conference to be held in London next year: Committee of Management, Messrs. William P. Solomon, A. Harland, W. J. Lynn, C. M. Schroder and A. E. Ormen Sperring Advisory Council: Messrs. S. Baird, H. C. Walter, F. C. Judge, R. Middlemas, W. Norman Bubb, A. S. Rivett, A. Ractivand, E. H. Seel, C. S. Small, W. Selman and J. A. Harvey.

The committee are asking for help in obtaining exhibits for the museum in connection with the Tobacco Trade Exhibition and Conference, at the Royal Horticultural Hall, Westminster, from April 30 to May 6, 1921, and also for exhibits in connection with the industrial welfare section, showing the actual plantations, the export, shipping and manufacture of the leaf itself, or any machinery used in connection with it.

"It is the desire of the committee to make the exhibition as useful as it is interesting. All exhibits should be sent carriage paid, and insured if necessary, to the offices of the Tobacco Trade Exhibition, 22 and 24 Great Portland Street, London, W. 1.



"It Makes A Difference"

(The famous slogan for Havoline Oil)

FIFTEEN hundred large and small manufacturers unhesitatingly avow that Model M Universal stripping and Booking Machines *makes* a difference.

It makes a difference in "overhead" because Model M Universal speeds up stripping and cuts out the delay and wasted stock inseparable from stripping by hand. One Model M does the work of from two to three hand strippers.

It makes a difference in production, because it enables the cigar maker to produce more cigars with the clean, smoothly-booked stock stripped with the Model M Universal.

It makes a difference in the morals of the employees because it speeds up work, promotes efficiency and cuts out the fatigue and drudgery of hand stripping.

[Our new descriptive catalogue will prove that Model M Universal is a paying investment for *you*. Send for catalogue and price list today.]

UNIVERSAL TOBACCO MACHINE CO.

116 West 32nd St., New York *Factory: Newark, N. J., U. S. A.*

UNIVERSAL TOBACCO MACHINE CO., OF CANADA, LTD.

108 St. Nicholas Bldg., Montreal, Canada

FOREIGN SALES OFFICES:

Geneva, Switzerland—21 Rue de Montchoisy *Madrid, Spain—Cisneros 7*

London, E. C. 2 England—19 Bishopsgate *Manila, P. I.—Kneedler Building*

"A Bully Good Smoke!"

That's what cigar-wise smokers say about the Mapacuba. *You'll* find the Mapacuba a bully good trade builder. Six handsome shapes—popular prices. Link up with Mapacuba newspaper advertising.

A Leader for 25 Years
"Havana Ribbon"

A quality cigar in quality packages. Your trade will "fall" for the new tin box. Display it.

BAYUK BROS., INC.
Originators of the
BAYUK INIMITABLE BLEND and
BAYUK INCOMPARABLE BRANDS
Philadelphia
New York, 119 Lafayette Street
Phone Franklin 3166

A Most Unusual Opportunity
to purchase at
Remarkable Low Prices
editions of copyrighted and registered designs of
High Class Cigar Labels

Editions run from 2000 to 25,000 complete sets of a kind of all pieces, some of them with beautiful bands to match.

Titles transferred with every edition purchased.

Deliveries can be made immediately.

Pasbach-Voice Lithographing Co.
INCORPORATED
1013 Grand Street **Brooklyn, N. Y.**

Leaf Market Jottings

(*Continued from Page 10*)

The State Commissioner of Agriculture of Kentucky advises the formation of a holding company to finance and market the low grade leaf and reductions of the 1921 crop. He says that the tobacco raisers of Kentucky are facing a most serious situation in regard to the sale of their present crop, together with the unsold portion of the 1919 crop. The prices received during the past four years have been an incentive to larger production of tobacco in Kentucky.

As to a holding company, it seems to a man up a tree that the growers would have to put up the money, as the financial interests would be very reasonably doubtful of realizing a profit on the transaction and the curtailment of the crop of 1921 is, or ought to be, a sure thing.

With the present over-production enough growers probably will let their crops go to supply the demands of the manufacturers. It is certain that the buyers will not pay more than they have to, and the growers will not take less than they have to. It is also stated that the Maryland Tobacco Growers' Association has caused a loss of a million dollars to the farmers by holding back the crop, which is a warning to Kentucky.

The only reasonable hope is for such an improvement in foreign exchange as will bring back the European demand, especially for dark tobaccos.

In Wisconsin some of the warehouses in the southern district started work on January 3 and others on January 10. There is plenty of help to handle the crop and wages paid the assorters are considerably lower than last year. A few sales have been reported at from 18 to 23 cents, but there has been no general buying movement. A large amount of tobacco remains unsold, from 75 per cent. in Rock County, to 40 and 50 per cent. in Dane and Columbia.

The situation in Wisconsin lacks stability as it does everywhere. The buyers hesitate to start in until they see what is to be the outcome of the tobacco troubles in the other markets.

NEW YORK STATE TOBACCO DEALERS MEET

The New York State Wholesale Tobacco Dealers' Association, headquarters 607 Fifth Avenue, Troy, N. Y., held its annual meeting on January 6 at the Albany Club, Albany, N. Y. The association contemplates the formation of an organization that will include all of the tobacco dealers in the State north of New York City. The next meeting will be held on February 24 at the same place, beginning 12.30 P. M.

A VALUABLE MAP

We have received from L. & H. Stern, Inc., 56-60 Pearl Street, Brooklyn, N. Y., a handy pocket map of New York and Brooklyn, showing the easiest way to reach the Stern Building. The district of lower New York and the Brooklyn terminal of the bridge is full of intricate turnings and windings which sometimes confuse a resident and this little guide is a boon to them, and especially to visiting merchants. We thank the Stern Company for this valuable addition to our office equipment.

TAX-PAID TOBACCO PRODUCTS FOR NOVEMBER

The following comparative data of tax-paid tobacco products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of November, 1920:

Products		*November 1919*	*November 1920*
Cigars (large):			
Class A,	No.	172,727,162	154,273,685
Class B,	No.	217,065,427	192,539,495
Class C,	No.	251,161,128	295,793,200
Class D,	No.	6,961,105	18,147,135
Class E,	No.	7,507,071	7,306,500
Total,		655,421,893	668,060,015
Cigars (small),	No.	56,080,813	57,026,500
Cigarettes (large),	No.	4,983,174	4,257,910
Cigarettes (small),	No.	4,768,598,203	3,529,200,006
Snuff, manufactured,	Lbs.	2,597,617	1,636,480
Tobacco, manufactured,	Lbs.	32,965,088	18,513,654
Playing cards,	Packs	2,965,948	2,350,524

Porto Rico for October

Products		*October 1919*	*October 1920*
Cigars (large):			
Class A,	No.	6,708,775	5,773,875
Class B,	No.	9,335,000	457,925
Class C,	No.	10,568,310	13,042,720
Class D,	No.	150,000	486,400
Class E,	No.	.....	5,000
Total,		26,762,085	19,765,920
Cigars (small),	No.	2,000,000	1,000,000

Philippine Islands for October

Products		*October 1919*	*October 1920*
Cigars (large):			
Class A,	No.	22,250,995	18,760,888
Class B,	No.	4,130,915	8,756,405
Class C,	No.	2,081,568	4,983,532
Class D,	No.	300	108,320
Class E,	No.	.....	100
Total,		28,463,778	32,609,245
Cigarettes (small),	No.	781,400	483,800

BRAZILIAN CONSULAR INVOICES

The Chamber of Commerce reports that because of the failure of American shippers to fully comply with regulations peculiar to Brazilian consular invoices, receivers of American goods in Brazilian ports are put to considerable trouble and very often subjected to fines. This information has just come from the American Chamber of Commerce at Sao Paulo, Brazil. Their letter states that shippers fail to write out in full the country of origin of the goods and the country in which the goods are purchased in the columns provided for that purpose in the consular invoice and are instead using abbreviations across these columns. It is stated that the consignees in the Brazilian ports, on dispatching their goods, are fined because of these abbreviations. Because the custom house officials receive fifty per cent. of the fine levied they do not overlook the slightest deviation from the Brazilian consular invoice regulations.

We Want a Cigar Account

We want to get in touch with a cigar manufacturer who is laying a solid foundation for substantial growth.

You are interested in advertising accomplishment, whether you call it by that name or not.

You are interested in sales profits—solid, healthy, ever-increasing demand for your cigars.

We are ready to show you that advertising can increase sales and cut selling cost without interfering with your present business policy.

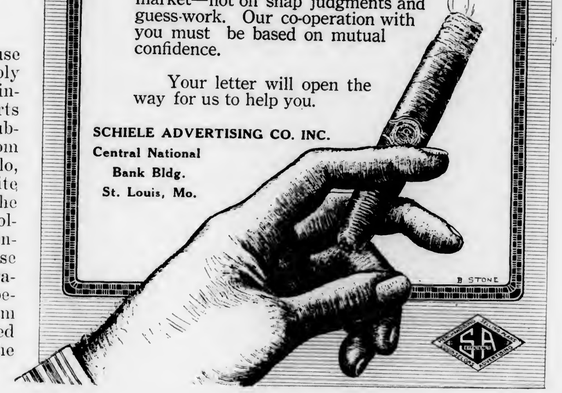
We are interested in supplying you with an organized, carefully developed, cooperative service, for securing these results.

We ask for the opportunity to lay before you proof of what we have done for others in working out selling problems. We want to give you a concrete recommendation based on the specific opportunities afforded by your business.

Our recommendations will be based on what we learn about you and your market—not on snap judgments and guess-work. Our co-operation with you must be based on mutual confidence.

Your letter will open the way for us to help you.

SCHIELE ADVERTISING CO. INC.
Central National Bank Bldg.
St. Louis, Mo.



WAITT & BOND MAKE PRICE REDUCTION

Waitt & Bond, Newark, N. J., manufacturers of the "Blackstone" and "Totem" cigar, have joined the general movement tending toward normal conditions, and with this in view have reduced the "Blackstone" londres from $102 per thousand to $95 per thousand. This will enable the cigar to be sold at 2 for 25 cents and leave a fair profit for the retailer.

Obviously 2 for 25 cents is a more popular selling price than 15 cents straight, and in addition to the reduction of $7 per thousand, this new retail price should considerably increase the turnover of the retailer.

While there is nothing in the tobacco outlook to warrant such a reduction, one of the executives has referred to the new price as an expression of "faith in the future rather than by any existing conditions."

The new price list of Waitt & Bond, Incorporated, effective January 10, 1921, is as follows:

		Per M.
"Blackstone Londres," 5"	1/10-1/20	$95.00
"Blackstone Perfecto" (Banded),	1/20	110.00
"Blackstone Perfecto" " 5",	1/40	113.00
"Blackstone Panetela" " 5½",	1/20	95.00
"Blackstone Bantam" " 3⅞",	1/20	55.00
"Blackstone Junior," 4"	1/10-1/20	37.50
"Totem Londres," 5",	1/10-1/20	60.00

RULINGS REGARDING CORRUGATED CONTAINERS

For the benefit of numerous cigar manufacturers who are not quite certain as to recent express rulings regarding the use of corrugated fibre containers, we print the following information:

A recent ruling has been put into effect providing that the surfaces between the laps of the boxes, both at the top and bottom, must be sealed with silicate of soda, which is a white, transparent glue, and which can be quickly and easily applied. It dries almost immediately, so there is no time lost in packing the containers. This glue is inexpensive, and is sold to the trade at sixty cents per gallon, packages extra.

There is also a regulation which requires that both inner and outer laps must meet in the center, and it is, of course, up to the corrugated fibre container manufacturer to furnish the shipper with a box that meets these requirements. The express company does not require the use of seals or wax impressions. A properly made corrugated box is absolutely acceptable to the carriers and the sealing process required for corrugated containers is not only less costly, but saves considerable labor.

We beg to acknowledge thanks to the Scharff-Koken Manufacturing Company, of St. Louis, Mo., for furnishing us with this information. This firm is widely known as manufacturers of corrugated fibre containers for shipping cigars. They guarantee their product to meet all express and freight requirements.

AN INDIANA CIGAR MERGER

It is stated that Harris & Company, of Indianapolis; Vigo Tobacco Company, of Terre Haute; O. H. Daily & Company, of Kokomo and the Dailey Cigar Company, of South Bend, have merged, with a total capitalization of $4,000,000, divided into $2,000,000 common stock.

"UNIVERSAL" HOLDS SALES CONVENTION

THE annual sales convention of the sales representatives of the Universal Tobacco Machine Company, of New York, was held on Thursday, January 6.

At 10 A. M. there was a general conference of all sales representatives at the new factory, 196 Mt. Pleasant Avenue, Newark, N. J. This was followed at 11.30 A. M. by an inspection of new products, under charge of the general factory manager, Mr. G. H. Jackson.

Among the most notable of the new types of machines and devices which were demonstrated were the New Model F Stem-Crushing Machine, the New A Filler Stripping Machine and the New J Leaf Counting Device, an attachment which counts and registers the leaf as it is stripped on the Model M Machine. Also the Model C-3 Cigar Wrapper Register, which is a three-plate wrapper register, used for counting and registering one-, two- and three-cut wrappers in pads of fifty cuts.

Luncheon was held at "The Washington," in Newark, followed by a general discussion of various subjects, in charge of Mr. George C. Sherman, president of the company.

The annual dinner was held at "The Biltmore," with covers for twenty-four, representing United States and foreign selling representatives and members of the factory organization.

The officers of the company are: President, George C. Sherman; vice-president, Sydney Lowenthal; treasurer, Graham H. Jackson; secretary, Harry H. Bloomberg.

The company has special representatives in Great Britain, France, Belgium, Switzerland, Spain, China and the Philippines.

WEST MICHIGAN CHANGES NAME

Effective January 1, the West Michigan Machine and Tool Company, Limited, changed its corporate name to Pulte-Korreck Machine Company, with the following officers: F. E. Pulte, president; J. H. Korreck, vice-president and manager; Will J. Pulte, treasurer; R. H. Hammerschmidt, secretary. The offices of this firm are located at 231 Ionia Avenue, N. W., Grand Rapids, Mich.

The Pulte-Korreck Machine Company are the manufacturers of the Wolverine Bunch Breaker, which has proven so poular in the trade during the past eighteen months. This company also manufactures other cigar manufacturing equipment.

INCOME TAX IN A NUTSHELL

WHO? Single persons who had net income of $1000 or more for the year 1920; married couples who had net income of $2000.

WHEN? March 15, 1921, is the final date for filing returns and making first payments.

WHERE? Collector of Internal Revenue for district in which the person resides.

HOW? Full directions on Form 1040 A and Form 1040; also the law and regulations.

WHAT? Four per cent. normal tax on taxable income up to $4000 in excess of exemption. Eight per cent. normal tax on balance of taxable income. Surtax from 1 per cent. to 65 per cent. on net incomes over $5000.

DOUBLE SALES

RIZ LA CROIX

ARE GREAT LITTLE BOOSTERS FOR THE REST OF YOUR TOBACCO STOCK

WHEN your next customer asks for tobacco, suggest a package of Riz La Croix Papers, too. It will make his "smoke" more enjoyable and give you two sales in the time of one.

MORE men are "rolling their own" and the imported Riz La Croix cigarette papers vastly improve the smoke whether the "makin's" are the most expensive or cheapest in price.

There are three reasons for the superiority of Riz La Croix:

1—Only the finest linen is used.

2—400 gallons of pure mountain water from the Pyrenees are necessary to make one pound of paper:—and

3—The Frenchman's "know how," handed down from generation to generation

The American Tobacco Co. INCORPORATED

111 Fifth Avenue, New York City

"This is the Life Cigarettes"

The delicious Burley Blend makes them mellow and mild—and Oh! but you'll learn to love the tang of Chocolate
FRAGRANT DELICIOUS
Life
CIGARETTES

EXCLUSIVE PROCESS
....UNION MADE....
Patterson Bros. Tobacco Co., Tr.
RICHMOND, VIRGINIA
IF YOUR DEALER DOES NOT HANDLE THEM, WRITE US

HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
122 Second Avenue New York City

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged
1871 GATO 1871
Write for Open Territory
Factory: Key West, Fla. New York Office: 203 W. Broadway

The Standards of America

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs

MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Tobacco Patents Granted

[Full details and specifications of the following patents may be had by addressing The Commissioner of Patents, Washington, D. C., and enclosing ten cents for each patent wanted. In ordering, give patent number only.]

No. 1,357,496. TOBACCO POUCH. James Grundy, Paterson, N. J., patentee.

Patent for a self-rolling pouch consisting of opposed walls connected together along their side edges and one end, that wall of the pouch forming the outer side of each convolution of the pouch when rolled being longer than the other wall and having a flap projecting therefrom at the open end of the pouch, that end of the short wall of the pouch projecting beyond the open end of the pouch being free of its side edges.

No. 1,348,497. TOBACCO-LEAF STRETCHING MACHINE. Benjamin J. Kahn, Elizabeth, N. J., patentee.

A machine of the class indicated having means for feeding along tobacco leaves of varying lengths and stretching said leaves, and means for receiving from said feeding means leaves of respective predetermined lengths and delivering the same to locations selected therefor, whereby the leaves become stretched and sized and the leaves of the respective predetermined sizes collected together.

No. 1,359,550. TOBACCO FURNACE. Edgar C. Veazey, West Point, Va., patentee.

Patent for a furnace having an exterior casing reduced in width at its top, the opening extending unbrokenly from one end of the casing to the other, one end of the furnace projecting beyond the corresponding end of the casing, the other end of the furnace being disposed within the casing, the extreme lower end of the casing being disposed above the lower edge of the furnace and said edge being provided with an outwardly extending upwardly inclined flange.

No. 1,353,477. DEVICE FOR MAKING TOBACCO POUCHES. Frank J. Jamieson, Montreal, Canada, patentee.

A mold for making pouches which comprises two separable mold members and an intermediate core member, there being a seating surface between the core member and one of the mold members for forming the opening in the pouch and forming a support for the core member, guiding means on said last-mentioned members for guiding them in their movement toward each other.

No. 1,359,803. CIGARETTE HOLDER. Harry H. Harnsberger, New York, N. Y., patentee.

A holder having in addition to an integral body part provided with a longitudinally extending draft passage and enlarged recess at its forward end, the following additional devices; an elongated cavity on one side of the body part parallel to the draft passage, a channel connecting the forward end of the cavity with the rearward end of the enlarged recess, a longitudinally movable cover plate for the cavity, an ejector rod movably extending through said channel and attached to the cover plate.

No. 1,361,893. CIGARETTE BOX. John Nierodka, Detroit, Mich., patentee.

Cigarette case comprising hinged sections, spaced partitions in one section dividing the latter into separate compartments, a pivoted cover closing one compartmnt, this compartment provided with a communicating laterally extending passage which extends out through one side wall, and a resiliently mounted snap closure.

No. 1,359,986. TOBACCO PIPE. George F. Gundlach, New York, N. Y., patentee.

A tobacco pipe having a chamber at the bottom larger than the bowl with shoulder between the two, a removable plate perforated in the center and fitted to each shoulder, a removable plug fitted to such chamber and clamping the plate against the shoulder, and having a depressed central recess, a strainer fitted to the recess around the hole in the plate, a spring pin movable at pleasure through the plug and the hole in the plate to loosen the tobacco in the bowl.

No. 1,360,927. TOBACCO BOX. Jozef Golonka, Detroit, Mich., patentee.

A holder comprising a casing having a side opening with the adjacent end of the casing provided with a longitudinal slot, a headed stop lug upon the casing above the opening, an arcuate door for the opening substantially conforming to the adjacent portion of the casing with a longitudinal slot through which the lug is positioned, guide means for the door at opposite sides of the opening, the door being formed of resilent material with an upper rolled-over portion forming a handle.

No. 1,361,341. TOBACCO CASE. Arlin E. Magee, Janesville, Wis., patentee.

A tobacco packing case adapted for shipment in knock-down condition, comprising a pair of complete ends each consisting of a pair of corner posts and an end board detachably secured to the posts at one end thereof, side, top and bottom boards independent of the ends and adapted to be secured thereto to form a box structure, the side and top boards contiguous to said post ends when assembled being unconnected to the ends, but connected together and with the top end boards to form a top unit.

No. 1,361,908. TOBACCO POUCH. William Scheuer, New York, N. Y., patentee.

A tobacco pouch consisting of a sack of flexible material, having an elongated neck portion of less width than the remainder of the pouch, said neck being partly open at its end, the opposite end of the pouch having a relatively larger opening and means for closing the same, a yieldable compressable spreading device within the elongated neck and extending partly within the container and arranged to maintain said open end closed.

No. 1,362,227. CIGAR LIGHTER. Dudley B. Clark, Bemus Point, N. Y., patentee.

A cigar lighter having a support, a lower insulation block thereon, an upper insulation block, spaced insulation means between said blocks to space the latter apart, the upper block having a sunken center part, a perforated mica plate on the upper part extending over the igniting means, means to energize the igniting means, and a cover secured to the periphery of the lower block.

No. 56,545. CIGAR LIGHTER. Harold S. White, Philadelphia, Pa., patentee. Patent assigned to Owl Cigar Lighter Company, Philadelphia, Pa.

Patent granted for an ornamental design for a cigar lighter.

No. 56,564. TOBACCO PIPE. Frederick R. Parker, Chicago, Ills, patentee.

Patent awarded for a tobacco pipe in ornamental design.

A cablegram from Havana, Cuba, on January 4, announced that the moratorium is extended until February 1.

Most Value CC Most Quality

LA AZORA
MOZART
LOVERA
HARVESTER
CASTELLANOS
EL SIDELO
DUTCHMASTERS
NEW BACHELOR
ADLON
"44"

CONSOLIDATED CIGAR CORPORATION
NEW YORK CITY

GOLD LEAF BANDS

If Interested, Please Write

The Moehle Lithographic Co.
Clarendon Road & E. 37th Street
Brooklyn, N. Y.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made fo every ten (10) additional titles necessarily reported.
made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

KISS ME DE LUXE:—41,968. For cigarettes. September 7, 1920. Athanasiou Bros., Pittsburgh, Pa.

AFGAR:—41,961. For all tobacco products. November 8, 1920. American Litho. Co., New York City.

EVERGLADES:—41,962. For cigars, cigarettes and smoking tobacco. November 8, 1920. Thompson & Co., Inc., Tampa, Fla.

MONTE GARCIA:—41,963. For all tobacco products. December 16, 1920. American Litho. Co., New York City.

VERA GARCIA:—41,964. For all tobacco products. December 16, 1920. American Litho. Co., New York City.

LIVADA CIOBANULIU:—41,966. For cigars. December 21, 1920. Julius Goldenberg, New York City.

TRANSFERS

TAMPA GRANDE:—18,454 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered August 25, 1909, by American Litho. Co., New York City. Transferred to Geo. Schlegel, New York City, December 16, 1920, and re-transferred to B. Midulla, New York City, December 21, 1920.

NANON:—1240 (Tobacco Leaf). For cigars. Registered March 31, 1886, by H. Rothenberg, Boston, Mass. Transferred to P. Rothenberg, San Francisco, Cal.

WM. BRADSTREET:—18,174 (Tobacco World). For cigars, cigarettes, cheroots and smoking tobacco. Registered July 15, 1909, by The Moehle Litho. Co., Brooklyn, N. Y. Transferred to American Litho. Co., New York City, December 17, 1920, and re-transferred to Bernard Schwartz, Detroit, Mich., January 3, 1921.

JOHN BRADSTREET:—36,373 (United Registration Bureau). For cigars, cigarettes and tobacco. Registered February 16, 1911, by Geo. Schlegel, New York City. Transferred to American Litho. Co., December 16, 1920, and re-transferred to Bernard Schwartz, Detroit, Mich., January 3, 1921.

ROMPER-GIRL:—20,829 (Tobacco World). For cigars, cigarettes, cheroots, stogies and tobacco. Registered September 17, 1910, by E. Weinberger, Chicago, Ill. Transferred to Jacob Sonnenschein, Chicago, Ill., December 30, 1920.

DIOFA:—25,346 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered January 18, 1913, by Chas. Stutz, New York City. Transferred to Adrian Kenk, January 20, 1913, and re-transferred to Wm. Lowry & Adrian Kenk, New York City, December 20, 1920.

HUSSEY'S CALENDAR FOR 1921

The A. Hussey Leaf Tobacco Company, of New York, Chicago and St. Louis, has sent us a new girl; so attractive that we are glad that she is picture instead of an honest-to-goodness meat, paint and powder one. Better for us on the 1921 calendar, where she has a date for every day in the year. As it is, we give the "once over" about every half hour.

The "Englo" Cigar Company has been organized at Nashville, Tenn., with a capital of $100,000, by Emmett Webb, E. E. Bennett, R. L. Heffington, J. S. Campbell and F. A. Brady.

NEW INTERNAL REVENUE TAX OFFICES

The Internal Revenue Bureau announces the opening on or about January 15 of division tax offices in North and West Philadelphia.

The North Philadelphia office will be established at 1010 Lehigh Avenue. It will be headquarters for division offices for field deputies on duty in the northern section of the city. Deputy Collector John C. Morelock will be in charge.

The West Philadelphia branch will be located at Fifty-second and Market Streets. Thomas O'Hara, division chief, covering West Philadelphia district, will have charge. The office will also be headquarters for division deputies located in that section.

All business south of Poplar Street will be handled by the central office, located in the Federal Building and the Vandam Building, Tenth and Market Streets.

TOBACCO SALESMEN'S ASSOCIATION ORGANIZED

The National Tobacco Salesmen's Association was organized in New York City at a convention held in the Hotel Woodstock, on December 30. Officers elected were: President, J. J. Ollendorf, New York; first vice-president, Wm. F. O'Brien, Boston; second vice-president, E. M. Freeman, Newark, N. J.; third vice-president, William M. Sam, New York; secretary, Herman Goldwater, New York; treasurer, Irving Frishberg, Boston, Mass.

PROPERTY FOR SALE
in Womelsdorf, Pa.

A new three-story cigar factory building, which will seat thirty-five hands, equipped with water, electric lights and a hot-water heating plant, situated on rear of lot with plenty of ground on lot to build larger.

On front of lot fronting on main street, the residential part of town, a new residence with all modern conveniences, water, bath, electric lights and hot-water heating plant.

This town and vicinity is noted for the manufacture of the best high-grade Havana cigars, as mechanics on this class of work are plentiful.

For parties interested this will be a cheap proposition.

For information apply to

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VOLUME 41 NO. 3

The TOBACCO WORLD

FEBRUARY 1, 1921

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CIGAR LABELS WANTED—Will buy small or large quantities of discontinued cigar labels and bands. Send samples with quantities and full particulars. Address Box A-212, care of "Tobacco World."

The Tobacco World

Established 1881

Volume 41 February 1, 1921 No. 3

TOBACCO WORLD CORPORATION
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If you carry "Bicycles," display them prominently and watch your sales grow.

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More than 50 shapes and sizes to select from.
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TAMPA, FLA.

Volume 41

THE TOBACCO WORLD

Number 3

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, FEBRUARY 1, 1921 Foreign $3.50

EDITORIAL COMMENT

THE action of the Federal Trade Commission in citing Tampa cigar manufacturers and three of the cigar box manufacturers of that city for "unfair practice," is of more than passing importance to the entire industry.

Certainly the trade is fairly well informed as to the causes which brought about the strike. It is more than a struggle between the "closed" and "open shop" principle. It is a fight for the manufacturers to retain control of their factories and to enable them to employ who they please. It is a battle in behalf of the American working man and woman.

Most of the labor employed in the Tampa cigar factories is of foreign birth, and only a comparative few are naturalized citizens of this country. Yet they have the right to tie up a great industry and to cause it losses running into millions of dollars without a protest from the Federal Government. Intimidation and violence have been some of their weapons and even the Tampa authorities have been dilatory in their handling of these violators of the law.

It is of course of small consequence that the Federal Government has lost probably hundreds of thousands of dollars in internal revenue through this struggle.

But when the cigar manufacturers and cigar box manufacturers of Tampa form an association for the protection of their interests and have behind them every business organization in that city, the Federal Trade Commission then finds time to investigate them.

The interests of the American citizens and of the business men of Tampa appear to be subordinate to the fact that a group of mostly unnaturalized citizens of foreign birth, led by a handful of agitators, can put an expense of millions of dollars in losses on business, and at the same time reduce proportionately the revenue of the Federal Government.

If there is a growing disrespect for the law it is not entirely due to the unpopular Volstead Act, but may be laid at the doors of numerous Federal and State restrictions upon personal and State rights, and a general crusade against business in general.

It is probably within the rights of the strikers and their supporters to appeal to the Federal Trade Commission, but it is certainly within the rights of the Federal Trade Commission and of the cited members of the Association to inquire who these people are that have brought about this investigation.

Certain courts have held that the first requisite of a complainant is that he should come into court "with clean hands."

Are the hands of the instigators of this investigation clean?

RIGHT in line with our comment on the growing number of restrictions being placed on personal liberty and the barriers being reared in the way of progressive business and industry, is the thought that much of the blame can be laid squarely at the doors of the business man.

This does not mean the business men of the tobacco industry alone, but all business men.

We are a most careless people in the exercise of our vote. Many men, regardless of their fitness for the position for which they are nominated, are swept into office on the "party ticket."

Every change in administration brings with it a change in attitude toward business.

Business, which is the backbone of the revenue of this country, should be regulated, not by the whim of the party in power but by a clearly defined Governmental code that could not be changed on the slightest pretext.

When business men make an effort to see that there are more business men and fewer lawyers and professional politicians sent to our legislatures and to Congress, then we may look for a change in the attitude of the Federal Government toward business.

Business Building

By a trained Business Man and Advertiser
Written especially for
THE TOBACCO WORLD
by A.E.P.

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I AM a great believer in slogans. I am a slogan fan. I root for slogans. They are wonder-workers when they are worked right.

I will give you a slogan. I will tell you how to use it. Give it a try and see if it don't put a little hump in your business.

Go to your sign painter and have him paint a placard reading, "Business Is Good, Thank You!" Tell him to make a first-class job, neat but attractive. One color, no fancy stuff, but rich.

Hang it up in your show window. Print it on your stationery, put it in your newspaper advertising and everywhere you can. Also put it on your tongue, and get it off on every customer you possibly can. Don't say it a few times and stop. Say it rather a million times before you cease—and then some.

Always have the corners of your mouth sticking upwards and a cheerful happy look in your eyes when you say it.

Say, friend; it will get in its work! It sure will. It may be a little slow in starting, like the vegetable seeds in your garden, and you may get discouraged and stop before it begins to sprout—the worse for you.

But if you stick to it and are thankful for every sale you make, no matter how few they are, why the durn thing will begin to come true and your business will grow, and grow, and grow, and grow.

I don't know why, but it is one of nature's laws. As I said before, give it a try and write me the result.

WHAT this country wants is peace and contentment. Thinking men, leaders of thought, ministers and public speakers are telling us this. The poor old world has developed a case of nerves and has passed it on to his children.

With us it is anywhere but here, doing anything but this, everlasting motion and continual excitement.

Is it not so?

Go forth some night and look upon the grandest sight the eye can see—the silent majesty of the myriad stars. Gaze on them a minute, two minutes, five minutes. You are another man. You slowly imbibe some of the glory of their majestic peace. A great content, a veritable ocean of silent happiness steals softly over you. You realize the joy of life as never before.

Or, if you would see contentment in an everyday way look upon the broad content of the Hollander, with his lengthy pipe and its huge bowl. Life to him is something slow, and easy, and happy. He has no nerves, no sleepless nights, no despondent blues. All is calmness and content.

Why don't you, Friend Dealer, make advertisement of this and help the country to its normal by pushing the sale and the use of the good old-fashioned pipe of old, which would quiet fretful nerves and bring calmness and content where hysterical activity now holds its unseemly sway. If every dealer would but sell a dozen pipes of this sort their influence would be incalculable. Troubles would calm down like riotous ocean waves after a storm and peaceful business once more resume its course.

DON'T let your salesmen take unduly large orders, Mr. Manufacturer, because they are very prone to be boomerangs.

Times have changed and business customs have changed with them. Formerly that salesman was a topper who could land whooping orders and load down a dealer with a two-years' supply. But it don't pay now. Don't pay the manufacturer and don't pay the retailer.

The loud and insistent call today is "team work!" Work together to the mutual interest of each.

Sell small orders frequently instead of large orders rarely. And then let the salesmen be real selling-helps to the retailers. Encourage the salesmen to read advertising journals and business journals. Encourage them to resemble a sponge while on their travels and soak up all the business information they can. Have them keep their eyelids apart to see, and the doors of their ears wide open to hear. And ask them to train themselves in the great art of cross-examination so they can extract business pointers from retailers as they travel through the land.

Thus they will absorb business knowledge from the wise, progressive and successful dealers and will impart them to the struggling ones and help them mightily to play a winning hand in the great game of Business.

Then will these salesmen chain dealers to them by the unbreakable ox-chains of self-interest and every trip will be a joy-journey as they gather in the gladsome orders from every dealer on whom they call.

THIS is a queer world and mighty few of us get out of it alive." I said this to myself in a low tone of voice the other day after hearing two men talk.

Took lunch with a friend of mine. He is fifty-five, rich, retired. Over the cigars he chatted of his life. Said when he was eighteen an old man told him how to save money, how to invest it.

He took the advice and between the ages of eighteen and fifty-five he made himself rich from his investments.

Later I dropped in a cigar store and heard a traveling salesman talk to the dealer. That salesman was a real bird. He wasn't a young man, and I gathered that he had learned the business game from broad experience and close observation.

He was through his selling and was trying to give the dealer a few business pointers on how to develop trade, push his business and make more money. And he had the real stuff in his talk, which if followed would have brought in the bacon.

Did that dealer listen to him with a keen interest and an open mind, intent to gather pointers which were worth real money?

He did—Nor.

He had a belligerent gleam in his eye. He had a case-hardened helmet on his brain so no words could sink in. He had an argumentative tongue. And the salesman's words made no more impression than would spit-balls on an ironclad.

When I see how many people just WON'T receive good pointers it makes me feel what a wonderful man my friend was who received advice and got rich thereby.

MAN WANTS BUT LITTLE here below—that is, some men. Fill up their stomachs, put a morning paper in their hands and a cigar in their mouth, and they are wound up for the day; happy as a clam at high water.

But women 'aint built that way. Their wants are multitudinous, even as the sands of the seashore.

Thus, a dispatch from Paris to the newspapers states that milady of that city insists on having her cigarettes in tints and colorings which match her various gowns.

A few months ago it was stated that the ladies of England were looking with kindly eye upon the plebeian pipe, only they proposed to lift it to the patrician level. They would have it in various shades to match the color-scheme of their rooms or of their apparel, and thus it would become a thing of fashion and ornament as well as solace.

Fashion is an imperious master. He multiplies the wants of mankind by the thousand. He complicates our lives. He commands us to spend thousands for luxuries where we would shrink from spending a hundred for necessities.

If fashion takes the fragrant weed and its accessories under its wing then will the dealers surely clap their hands with joy; for it will mean a growth of the trade in quantity, quality and prices that will be no less delightful than surprising.

JUST A WORD WITH YOU Mr. Traveling salesman! I attended a meeting of traveling salesmen the other evening, and one of them in his address did sure lambaste some of the methods of his brother workers. He slammed them without gloves and manhandled them cruel.

Among other faults he said that many salesmen have the wrong attitude of mind. He said their minds run on "How can I make him buy?", when they should be thinking "How can I help him sell?"

He explained that the real successful salesman is not one who loads up his customers with goods that may not be good sellers, and which may camp on the shelves of the customers and cause his business to slacken; but one who talks very earnestly and seriously to his customers, helps them to ascertain the wants of their community, suggests the kinds of goods which will best meet those wants, and then has a further talk as to how the customers can best rush and dispose of them.

The successful salesman, he said, goes around with both eyes and two ears wide open. He observes the best ideas and the most successful methods of progressive dealers. He makes talk about them and asks and inquires of them. In a short time his brain is a packed storehouse of valuable business knowledge, and this knowledge he imparts to his various customers in order to help them sell. For he recognizes that his best interests lie in making his customers large distributors, rather than loading up with slow-selling goods.

FOLKS ARE QUEER BIRDS, and they are an unending source of study to other birds. I state this after hearing the experience of a certain dealer on two household articles which retailed for three dollars.

We will call them ice-cream freezers, because that's what they weren't.

This dealer had two lots, from two different makers, which were about equal in quality and looks, and which cost him exactly the same. He priced them differently, thinking the low-priced ones would walk out rapidly and the others would drag.

He thought wrong!

The high-priced ones sold quickly; the others stuck. Before the high-priced ones were all sold, he reversed the prices, and lo, the slow ones took a hump and sold in a trice.

Here's a thought for you, for what it is worth. You have perhaps been trying to push a certain brand by marking it down to the bottom, but the movement was slow. Why not put a box in your window with a placard, reading:

> "Customers tell us these cigars are worth more than we have been charging. We have advanced the price from 5 cents to 6 cents. Try them and see if our customers were right."

It is just barely possible that this will catch the queer side of people, and they may buy them at the advanced price more freely than at your former bargain price. Your honesty of statement in telling that you have advanced the price may be a splendid advertisement for you.

LEAF MARKET JOTTINGS

LANCASTER County still seems to think that there will not be any general buying of tobacco for some time to come. The "Examiner" says that "a 'real' buyer has not been heard tell of for some time," and our own correspondence indicates the same conditions.

Buyers, and real ones, have been circulating among the farmers on "inspection trips, but there are no reliable reports as to negotiations. One buyer is quoted as saying that good, clean wrappers will bring a fair price, but lower grades will bring much less than the growers expect. The lower grades have depended to a considerable extent on the foreign trade. Lack of funds and the exchange rate make that resource very doubtful this season.

Big packers are not holding back because they do not need the crop; every one knows that they do; but they want to see it first. They are taking no chances. It is said that the crop does not look as well as it did in the field, but shows more disease than was expected.

At the annual meeting of the Lancaster County Tobacco Growers' Association, held on Monday, January 17, a proposition was considered to raise the capital stock to $200,000 and the following officers were elected for the ensuing year: President, John F. Weaver; vice-president, J. Aldus Herr; secretary, D. H. Landis, Windom; treasurer, H. S. Hershey; directors, John F. Weaver, J. Aldus Herr, D. H. Landis, John H. Shirk, H. S. Hershey, P. W. Baker, H. H. Shenk, Landis B. Herr, John H. Martin, L. F. McAllister, Elmer W. Stricker; auditors, H. S. Hunsecker, Jacob L. Fisher and H. H. Snavely.

A number of sales were reported at the meeting: one hundred and fifty acres at 20 and 5 cents; thirty acres at 20 and 4 cents; small holdings at 20 and 8 cents; twelve acres at 20, 6 and 3 cents, and one sale at 22 and 8 cents. Previous reports of sales mention 20 and 6 cents; 21 and 7 cents. These reports show such a remarkable similarity of prices that the average for the season could be taken from them, barring the unexpected.

Wisconsin farmers are wondering whether the stemmers are going to make any more before the middle of February. According to the "Edgeton Reporter," there is a remnant of 20 per cent. of the crop in the northern section and 50 per cent. unsold in the southern part of the State. The point is that the crop must be out of the way and placed where it is in a condition of safety before the end of March.

"A litle buying is done right along up north, and a crop is sold now and then elsewhere in the tobacco sections of the State; the prices are paid on the basis of the binder percentage expected to be realized out of the purchase. No one is gambling on any other standard of leaf so far. This is becoming pretty clear to everybody. There are no buyers in the field looking for tobacco because it has a lot of sound B's in it. The bought portion of the 1920 may prove to have enough of that grade of leaf to more than satisfy the demand. There is no use making guesses and holding out hopes of a sudden activity in the market for the unsold Wisconsin, however much one might wish conditions were different."

In northern Wisconsin the bulk of the crop was taken by the big buyers early in the season and the remnant will probably sell for less than they paid. Recent sales were around 25 cents, with a few at 27 and 28 cents, with fillers out at 5 and 8 cents.

In the South the Winston-Salem, N. C., market reports sales of three million pounds of tobacco at a fraction over 21 cents. The sales included a considerable proportion of common and undesirable grades. Higher grades, brought better prices than for several recent weeks, and sales were generally satisfactory.

The United States Bureau of Crop Estimates on December 1st showed an average of $22.96 per hundred for 80 per cent. of the crop, the amount sold to that date. A year ago the average price was $51.63 per hundred. The average prices during the season were as follows: July, $21.35; August, $26.42; September, $19.21; October, $24.20; November, $24.74; December, $17.27.

The "Greenville Reflector" states the general impression among the leading producers that there is nothing to do but to cut the crop down to half and plant food crops on surplus acreage.

Richmond, Va., reports a better general feeling in the market; sales, not large, but a slight improvement in prices; sales of 119,345 pounds at an average of $10.23 per hundred.

Danville, Va., market has been well supplied and prices have shown an upward tendency. Any decrease from former higher prices being due to a larger percentage of common tobacco. Sales reported show a million and a half pounds at an average of $25.89. At Lynchburg fine black wrappers were in strong demand, choice lots bringing from $48 to $55. Farmville, Va., quotations are for good short leaf, $12 to $18; good long leaf, $14 and $20; fine leaf, $20 and $25. Good to fine wrappers are quoted from $20 to $45.

(Continued on Page 20)

The Factory That Has Always Stood for "Open Shop"

From the time that Val M. Antuono first started to work as an apprentice boy in the factory which he now owns, until the present day, he has always stood steadfastly for the "Open Shop."

He knows from practical experience both as a cigar worker and a manufacturer that such a system works to the advantage of every sincere, conscientious worker—under this system both employer and employee get a square deal and no autocratic "Labor Leader" reaps the harvest of efforts of the workers nor dictates to the manufacturer how he shall conduct his business.

VAL M. ANTUONO'S PRODUCTS

C. H. S. -:- SHANNA

DUKE OF BELCOURT CIGARS

Have demonstrated that "Open Shop" conditions can produce the highest quality products in the world and at the same time give the consumer an assured supply of his favorite "smokes."

VAL M. ANTUONO

TAMPA, FLA.

Happenings at Washington of Trade Interest

(Special from THE TOBACCO WORLD'S Washington Bureau.)

Washington, D. C.

"PRONOUNCED indications that the first shock of the present business depression is over" are seen by Archer Wall Douglas, chairman of the committee on statistics and standards of the United States Chamber of Commerce in his monthly review of business conditions throughout the country.

"The most cheering and hopeful feature of the situation is the fast-spreading realization that what we are going through is the only possible way to teach us the indispensable need of hard, conscientious work, some thought of obligation to our tasks, and getting back once more to those temporarily lost arts of salesmanship, of common-sense merchandising, of economical, efficient production and distribution," the report points out.

"Only thus can we give service in every phase of national life. The railroads have set the example by retrenchment by company, by team-work and by the best service they have given in years. And that is what every other business will have to do if it is to save its soul alive. Automatically everywhere production is adjusting itself to demand and automatically the situation is tending to a more normal relation between supply and demand, which means the solution of many of our problems.

"Dealers who, on a falling market, are endeavoring to sell only on high prices they paid, rather than on replacement costs, are fooling only themselves as to their ability to get away with it; as are also those manufacturers who have elaborate reasons why they should maintain war prices indefinitely. The sooner within a reasonable time both of them take their medicine the sooner we will return to normal times.

"There is much surface, but often superficial, optimism as to the near future, as a good deal of it is obviously intended for public consumption. Some of it, too, would be more convincing if it did not come from those who live in a financial atmosphere and have scant personal knowledge of actual conditions prevailing in that vast stretch of country beyond the ken of those in the great congested centers. That so many, living in the scenes of stagnant trade and low prices for farm commodities, still have reasonable confidence in the future, it is the best assurance we have in the belief that the center of the depression is now passing over us."

The Commissioner of Internal Revenue has held that the Government may not levy a tax on low-grade tobacco used in the manufacture of fertilizers. The decision was made at the request of a delegation of tobacco growers from Kentucky, who visited the bureau and told the commissioner that it was their intention to turn their tobacco into ferilizer because there was no market for their product as tobacco.

Describing the distress among the tobacco producers of Kentucky and other States, the delegation informed Commissioner Williams that such low prices are being offered for low-grade tobacco that the farmers would prefer to convert it into fertilizer. They are declining to sell at present prices in Kentucky, it was declared, just as the tobacco market has hit bottom in North Carolina, Virginia, Georgia and other States.

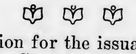
However, the Kentuckians said, their tobacco could not be economically used for fertilizer if they are to be forced to pay a tax on manufactured tobacco. Commissioner Williams ruled that if tobacco is used in making fertilizer it is "manufactured fertilizer" and not "manufactured tobacco" as specified in the revenue law, and the Kentuckians might go ahead and convert their product without imposition of a Federal tax.

The ruling probably will cause a similar course to be followed in other sections where farmers have hauled their tobacco back home rather than sell at the prices offered in the markets of the tobacco trade centers.

Financial aid to be dispensed by the War Finance Corporation for the development of the export trade of the country, under recent legislation ordering the reorganization of that agency, will be withheld from all trade operations contemplating the serving of German or other foreign markets with which the United States still is at war.

This announcement will seriously affect exporters of tobacco and other products who were hopeful of getting from the War Finance Corporation the financial aid necessary for them to establish business in the Central Empires. However, because of the general impression that the corporation will not prove the potential factor in reviving prices and quickening export shipments to foreign markets as is expected in some quarters, only one or two serious-minded applications for commercial loans have thus far been received.

No material change in the situation is expected until the new administration takes over the reins of government. The re-creation of the corporation was a Republican move, opposed by most of the Democrats and by the entire administration, so that little or no aid is being given by present officials to its work, it being their opinion that as the Republicans brought the corporation back they should determine how it should operate.



Upon application for the issuance of a complaint, the Federal Trade Commission has, as required by law, the public interest appearing, cited the Cigar Manufacturers' Association of Tampa, Fla., and a

(*Continued on Page 14*)

Cigar Boxes of Quality

must be made from **Spanish Cedar**

EMERY

Cigar Box Lumber is

Spanish Cedar of Quality

Emery standard and uniform grades save waste and increase production.

The GEO. D. EMERY COMPANY

Importers of fine Spanish Cedar Logs and Manufacturers of highest grade Cedar Cigar Box Lumber and Veneers.

(*Continued from Page 12*)

number of cigar box makers at Tampa, Fla., in complaint of unfair competition in interstate commerce.

The manufacturers of cigars cited are: Cigar Manufacturers' Association of Tampa, Fla., and its officers; Porto Rican American Tobacco Company; C. H. S. Cigar Company; Francisco Arango Company; Arguelles, Lopez & Brothers; Berriman Brothers; Garcia & Vega; Perfecto Garcia & Brothers; V. Guerra Diaz & Company; Preferred Havana Tobacco Company; American Cigar Company; M. Bustillo & Company; Corral Wodiska & Company; Cuesta Ray & Company; J. M. Martinez Company; Morgan Cigar Company; Jose Escalante & Company; F. Lozano Son & Company; E. Regensberg & Sons; J. W. Roberts & Son; Salvador Rodrigues; Sanchez & Haya; San Martin & Leon Company; A. Santella & Company; Tampa-Cuba Cigar Company; Celestine Vega & Company, and E. M. Schwartz & Company, Inc.

The cigar box makers cited are: The Tampa Box Company; D. N. Holway & Company, and Weidman-Fisher & Company.

The gist of the complaint is an agreement between respondents cigar manufacturers and box makers to cut off the supply of boxes from competing cigar manufacturers who are not members of the association.

The complaint sets out that all cigar manufacturers, members and non-members of the association, at Tampa and vicinity are dependent upon respondent box makers for a supply of boxes, the cost of procuring a supply elsewhere being prohibitive, and that prior to the agreement referred to, the boxes produced by respondent box makers were adequate to and did supply the entire requirements of all cigar manufacturers in the Tampa district.

By the agreement between respondent manufacturers and box makers, the manufacturers secured control of the entire supply of boxes made in the Tampa district, the agreement providing that the association members were to receive the entire output of respondent box makers. This monopolistic control of boxes in the association members was used, it is alleged, to deny the non-members and competing cigar manufacturers their necessary supply of boxes. Being thus cut off from their supply of boxes, the competing cigar manufacturers have been compelled to reduce their output and sales of cigars in interstate commerce and are rendered less able to compete with the association members.

The respondents are allowed forty days to file answer to the complaint, which alleges that respondents' acts tend to hinder competition and create a monopoly.

As the result of a recent fire in the building of the Department of Commerce which destroyed many valuable census records and for a time threatened the destruction of irreplaceable papers, such as the records of the first census, steps have been taken to stop smoking in the various Government departments. There have been several fires as a result of the careless disposition of cigarette and cigar stubs, it is declared. Luckily, none of them has been serious, but the lack of an archives building, which makes it necessary to keep valuable papers scattered among the various buildings, which of themselves are usually none too fireproof, it is felt that smoking should be stopped.

A bill to this effect has been introduced in the Senate by Senator Smoot, of Utah. A fine of $50 would be provided for any person—Government employee or not—who should smoke or carry a lighted cigar, cigarette or pipe in any Government-owned and Government-used building in Washington. It is pointed out, however, that this measure would be ineffective, since many of the departments are occupying rented buildings which would not be affected under the present wording of the bill.

At present the question of smoking is one that is settled by the head of each department. Some departments permit it, others do not, and frequently the employees of one department may smoke, while the employees of another department, working in the same building, are forbidden to do so.

C. L. L.

ANNUAL DINNER OF PASBACH-VOICE COMPANY

A recent social event in the trade circles of New York and Brooklyn, was the annual dinner given by the Pasbach-Voice Lithographing Company, Inc., Grand Street and Morgan Avenue, Brooklyn, to heads of their departments and office employees.

Mr. J. A. Voice addressed the men on the subject of co-operation between all departments to produce the highest standard of work and in reply heads of various departments assured him of their very earnest assistance.

The dinner was elaborate, the after-dinner speeches short enough not to be tiresome and the whole occasion highly enjoyable.

The E. H. Gato Cigar Company celebrated its fiftieth anniversary on January 1, on which occasion the employees presented to Mr. E. H. Gato, a handsome gold watch.

It is stated that Bailey Brothers, Inc., of Winston-Salem, N. C., will increase its capittal stock from $300,000 to $1,000,000. M. D. Bailey is president, Frank R. Bailey, vice-president; Fred. Bailey, treasurer; L. B. Rucker, secretary, and Reginald Bailey, general manager.

A syndicate of Paris capitalists is reaching out, trying to obtain the tobacco monopoly of Czecho-Slovakia. It has offered the Czech government 25 billion Czech crowns for the monopoly, the right to exploit the smokers of this polyglot republic. The Czech government has refused the offer, it is said. But as governments come and go in this "independent" nation, so called, the capitalists of Paris do not feel any too dejected. Determined to accomplish their purpose, they continue to be confident. If necessary, the French government is expected to pull the strings, and the "independent" nation of Czechia may respond satisfactorily to the desires of the would-be monopolists.—London "Tobacco."

Corrugated Fibre Shipping Cases

GUARANTEED TO MEET ALL REQUIREMENTS FOR

Freight, Express or Parcel Post

Cheaper Than Wood.

More Quickly Packed.

Take Up Less Space.

Save in Freight and Express Charges.

F. LOZANO, SON & CO.
MANUFACTURERS OF
HAVANA CIGARS
BRANDS
F. LOZANO
J. WALTER GOLDEN
FLOR DE LOZANO
EL LEGADO
CALIFORNIA
VICLO
FACTORY AND OFFICE
TAMPA, FLA.
CABLE ADDRESS
TELEPHONE 4093
NEW YORK OFFICE
CABLE ADDRESS
TELEPHONE MARKET 7117-7118
ORDERS ARE ACCEPTED CONTINGENT UPON LABOR TROUBLES OR OTHER CAUSES BEYOND OUR CONTROL
TAMPA, FLA. Nov. 17, 1920.

Mr. Edward E. Scharff, President,
Scharff-Koken Manufacturing Co.,
Second and Tyler Streets,
St. Louis, Mo.

Dear Sir:

We are pleased to advise you that the lot of corrugated fibre shipping cases recently purchased from you were delivered to us promptly and in good order.

The fibre cases have proven very serviceable and much time is saved in our shipping department by their use. We have not had a single complaint from our customers about breakage or pilfering in transit. This is doubtless due to the compact and well protected package secured by the use of the fibre cases and the improved method of sealing to which the cases are so readily adapted.

You may rest assured that when our supply of containers needs replenishing we will promptly communicate with you.

Very truly yours,

HSF-A F. LOZANO, SON & CO
Treasurer.

Are Sealed to Meet Railroad and Express Regulations.

Less Danger of Stealage.

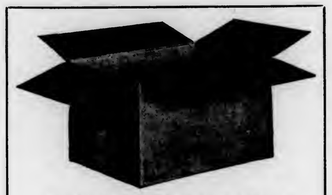
Full Instructions Furnished.

"A Dollar Saved is a Dollar Made"

Write us, stating dimensions—weight of contents—and whether used for Freight, Express or Parcel Post. We will make you very low prices and submit samples to suit your requirements.

There has been a very heavy decline in the market from last year's high prices, and it will pay you to investigate.

CORRUGATED BOXES REACH YOU IN FLAT BUNDLES, LIKE THIS



THEY ARE QUICKLY AND EASILY SET UP, LIKE THIS

SCHARFF-KOKEN MANUFACTURING CO.
ST. LOUIS, MO.

The "Sellrite" Cigar Store

By Frank Farrington.

(All Rights Reserved.)

LIVING, as I do, in rooms on a side street just outside of the retail section of Mannerton, I am in one of a row of buildings that have stores on the ground floor and offices on the second floor; and being something of a student of retail selling conditions, especially in the cigar and tobacco lines, I often put in an hour or so in the evening strolling around my block and visiting with business men and merchants who happen to be at liberty at the time.

In summer weather I often find the proprietor of a store standing out in front at the hour when business is dull, about the time most people in Mannerton dine. This seems to be a moment when the business man likes to get out on the street and smoke a cigar and look over the situation. It always struck me that it's a mighty good thing for a merchant to stand outside of his store now and then and see the place as it looks to other folks. Sometimes a fellow gets so used to his shop and its defects that he never notices them himself.

Not half a dozen doors from my building and about that far from the Broad Street corner—just that far out of the main shopping section of town—there is a cigar store, the Sellrite Cigar Store, to be exact. Its proprietor's name is Slawson, and without doubt he runs a mighty good shop. I have seen men who had known that shop for months and had patronized it more or less, who had not tumbled to the fact that Sellrite was not the name of the proprietor, but a store name to indicate the kind of store he runs. But most men see the point when they first hear the name.

The other evening, as I came past the shop, I found Slawson standing on the steps enjoying a cigar. I stopped and looked up and down the almost deserted street.

"How did you do it?" I asked him.

"What do you mean?" he asked. "How did I do what?"

"How did you get the business here on this side street with so much real, live competition right around the corner on Broad Street?"

Slawson did not try to give me a snap answer, right off the reel. He thought it over, puffing out a few clouds of smoke, while I waited for him to tell me what I was really anxious to know.

"What is the secret?" I persisted.

Finally he said, "There isn't any secret. At least I don't know of any one thing in particular that I've done to get the trade. I suppose I have done a whole lot of little things. There are hundreds, and I don't know but thousands of things a cigar dealer can do to get business, wherever he is. Every dealer does some of those things. Perhaps my secret, if you want to call it a secret, is that I have done more of those little things than some dealers do. I try to keep my eyes open for any little chance to give more and better service in any way I can discover."

"What are some of these things you've done that you call little things?" I asked with interest. "I couldn't think of any little things a cigar dealer could do that would be likely to bring any great amount of business to his shop around on a side street when there were bigger and more elaborate cigar and tobacco stores just around the corner on Broad Street. It seemed to me that those bigger places on Broad Street did pretty nearly everything.

"Well," said Slawson, "you're standing there looking in the window at one of them right now. Do you notice anything about that window that is different from other cigar store windows, without considering the actual goods displayed there?"

"The glass is so clean that I can't see it," I guessed.

Slawson laughed. "As a matter of fact, though that isn't what I meant, you have guessed one of the little things on my list—or if I had a real written list, that would be on it—close to the top at that. I make it a point always to have the window glass so clean that not only does no one ever notice the windows dirty, but they are so clean that people often notice how clean they are. What I meant, though, was the floor and background covering. Instead of a makeshift covering, or a certain type of finished woodwork, always the same, month after month, you notice I use linoleum. Two strips run from the glass to the back and up the back to the height of the rail. You can scarcely see where the two strips are laid together because they fit snugly and the crack is covered with goods in many places.

"That blue and white small checkerboard pattern in there now, makes a pattern that reflects the light well and forms a good contrasting background for those briar pipes. I have six patterns of that linoleum, so I can make frequent changes. As a matter of fact, I change the background every time I change the display. This linoleum is the lightest quality and not the inlaid. There is not much wear on it.

"By changing the background when changing the display it gives the whole window setting a different appearance. You know, a display may be changed by putting different goods in the window on the same old background and the general appearance is not much different. But when you make a radical change in the background design, then you fix it so that anybody just glancing that way notices that the window is different. This makes quite an advantage in this location where there are a lot of smokers who have offices and business interests right around here and pass my store windows every day. If you get these regular passers-by to stop and look in the windows, you've got to make frequent changes that will be conspicuous."

I saw just what Slawson meant. I could understand that this was not such a big thing, this window background plan, but I knew that if he followed it regularly, he would attract a good deal more attention to his window displays than he possibly could otherwise. This would increase the selling power of his windows a hundred per cent., because if a man does not look into your window, the display there certainly does not get his business. And it is too much to expect men to stop and look at the same display repeatedly.

(Continued on Page 18)

With acknowledgments to K. C. B.

Every man in the class knew the answer

PROFESSOR HASKINS.
WAS A kindly soul.
BRIGHT ON some subjects.
BUT SO absent-minded.
THAT ONE day at the barber's.
HE TOOK off his collar.
TO GET shaved.
AND FORGOT where he was.
AND KEPT right on.
TILL THE cash-girl screamed.
AND A barber stopped him.
HE WAS a great smoker.
BUT HE'D often put.
THE BURNT match in his mouth.
AND THROW away.
THE CIGARETTE.
HIS STUDENTS loved him.
HE WAS so full.
OF FUNNY surprises.
ONE DAY he had a tube.
OF RADIUM and he told.
THE STUDENTS all about it.
AND FINALLY, by mistake.
INSTEAD OF the tube.
HE PULLED out one.
OF HIS cigarettes.
AND ASKED the class.
"WHAT IS the one thing.
WHICH DISTINGUISHES.
THIS MARVELOUS substance.
FROM ALL others on earth?"
AND THE class roared.
"THEY SATISFY."

In packages of 20 protected by special moisture-proof wrapper. Also in round AIR-TIGHT tins of 50.

WHAT is it you've always wanted a cigarette to do? You know the answer. Chesterfields do it—they not only please your taste, they *satisfy!* It's all in the blend—a *secret* blend of fine Turkish and Domestic tobaccos. It puts Chesterfields where none can touch them for quality and value.

They Satisfy **Chesterfield**

CIGARETTES

Liggett & Myers Tobacco Co.

(*Continued from Page 16*)

"Another thing that many cigar dealers do," Slawson continued, "is to give certain free services of a sort they apparently dislike to give and regard as a nuisance. You hear cigar dealers complain about the bother of selling stamps because they make no profit on them. At the same time it is very likely those same dealers are carrying lines of goods and advertising and displaying them and making no more on them than on stamps. There are some lines in pretty nearly every cigar store that are sold without profit, but the proprietor doesn't know it, because he doesn't check up on individual lines. He may be carrying a line of candy that he is selling too close to cover selling costs, waste and depreciation considered. He may be operating a soda fountain without any net return from it. He may be selling magazines in a way that pays him no profit. And yet he may indirectly profit by these departments that pay no direct profit.

"Now, I've got a city directory and a telephone directly, a pay 'phone and a railway guide of the latest issue, all in a convenient corner where I can spare the space for them. Just inside the door is a drinking fountain with cold, city water all the time. Do you see that sign in the doorway, calling attention to those things?"

I had noticed the sign before and I had made more or less frequent use of the conveniences, though I had never thought of them as trade-getting schemes. The sign read:

FREE SERVICE
City Directory
Telephone Directory
Notary Public
Railway Timetables
Drinking Fountain
Taxi and Messenger Calls
Also
Pay 'Phone
Postage Stamps
Express Money Orders

"All those things bring men in" said Slawson, and the service is useful to the whole neighborhood along here. It keeps a good many men from trips they would otherwise have to make to Broad Street, where they would buy other things we side street dealers sell.

"You know, you often find a store that doesn't get the business of the people right around it, or even in the same building. It isn't that way with my store. This service idea has made my shop almost indispensable to the people around me and they come here for all the things they need.

"You wouldn't think of a notary public's commission being a business getting scheme, would you? But just that has been the means of getting me pretty well acquainted with some of the business men around here, and the professional men who use that service always get to making my store their cigar headquarters. I could charge for the notary service, but I want it to pull trade indirectly and it has paid well in that way.

"It takes some time to give people service on all these things, but it takes time to build up a business by any means. These little helps cost less in time than I would have to pay in money for enough advertising to get the results they bring me. They work about like a news stand. They bring in a lot of men who leave mighty little profit on what they *came to get*, but they buy plenty of other things that do pay a profit.

"I might have put news stand and matches on my service list, because they are really forms of service. And speaking of matches, what do you think of these highly efficient and systematized cigar stores where the best they will do for you in the way of a light is to let you light your cigar on their electric lighter and hand you one match if you insist upon it, but if you want to take anything away to light the other cigars you buy, you have to pay for a box of matches."

I frankly admitted that I was not strong for the tightwad system of match distribution.

"Nor I," said Slawson. "I know matches cost money, but you can't buy a match in my place unless you want a package of them. If a man wants a match or a dozen to stick in his pocket, they are free—the parlor kind. If he comes in to ask for a light and not to buy, we give him what he wants in matches just as if he had made a purchase. That's why I ought to have matches on my free service sign. If he wants a box of safety matches, he gets them for the asking. If he wants to buy matches, we'll sell him a package. It costs us a little money to maintain this match service, but, believe me, we avoid any reputation for being stingy. It is cheap advertising at that."

"How did you get this idea of calling the store the 'Sellrite' store?" I quizzed Slawson as he stopped talking and relighted his cigar, which had gone out in the course of his talk.

"I did that when I first started in, but if I hadn't done it them, and thought of it now, I'd do it now. I knew all about the competition around me and I knew these other stores sold as good cigars as I could buy, but I knew too that they did not sell them right. Some stores made cigars a neglected side line. Some cigar stands were only holes in a wall, where you could drop a dime and get a smoke, but no comfort or service.

"I made up my mind that I would make it my business to sell my goods right—the way they ought to be sold. I would buy good goods and take the best of care of them every minute and see that I did not get out of brands needlessly just by being careless. I would have cigars handled as customers like to have them handled. Say, I admit that when I started in here, I hadn't had a day's experience in the cigar business, but I had spent a million dollars or less over the counters of cigar dealers in this town and I knew pretty near how a man likes to be served and treated and what the mistakes of a dealer are. I figured that I could give my customers the kind of treatment and smokes they would like."

"You've sure done it," I told him.

While we were talking, I noticed that Slawson spoke to every man who passed, and often called him by name. I commented upon his knowing everyone.

"I don't," said he. "I make it my business to learn the names of people wherever I meet them and I urge my clerks to do the same. I call people by name whenever I can, but many of these people who are passing here are people I do not know. These comparative strangers are going to notice that I speak to them cordially, and seeing me out here in front of this store with my hat off, they naturally think I am part of the store. The next time they pass, if they do pass again, they give me a thought. Just watch and you will notice that pretty nearly every man whom I tell you is a stranger to me, after I speak to him, will turn and look at the store as if to see whom I am."

"Like Old Friends They Wear Well"

(*Acknowledgements to Louis Meyer & Son*)

FROM the small cigar manufacturer using only one Model M Universal Stripping and Booking Machine to the big organizations having an installation of 500 or more of these machines—there is but one verdict—Model M Universal *wears well!*

It wears well with the "big boss" because it cuts down the pay roll, eliminates waste and turns out a better product.

It wears well with the cigar makers because the clean, smoothly-booked stock stripped with Model M Universal enables them to produce 35 to 50 more cigars a day with a proportionate increase in earnings.

It wears well with the operators because it lessens labor, increases efficiency and does away with drudgery.

[One Universal strips as much tobacco as from two to three hand strippers, the stock is better—no tears or curled tips and very much less scrap. Send for descriptive catalogue and price list and learn why Model M will prove a paying investment.]

UNIVERSAL TOBACCO MACHINE CO.
116 West 32nd St., New York *Factory: Newark, N. J., U. S. A.*
UNIVERSAL TOBACCO MACHINE CO., OF CANADA, LTD.
108 St. Nicholas Bldg., Montreal, Canada
FOREIGN SALES OFFICES:
Geneva, Switzerland—21 Rue de Montchoisy *Madrid, Spain—Cisneros 7*
London, E. C. 2 England—19 Bishopsgate *Manila, P. I.—Kneedler Building*

MAPACUBA
THE ALL-DAY, EVERY-DAY SMOKE

A Money-Making Tip!

Push Mapacuba. You'll find it pays. Havana Filler blended by the exclusive Bayuk process that can't be bettered or copied. Sumatra wrapper. Fine workmanship.

Don't Forget

that Mapacuba is being strongly advertised in leading newspapers throughout the country. Stock up!

BAYUK BROS., INC.
Originators of the
BAYUK INIMITABLE BLEND and
BAYUK INCOMPARABLE BRANDS
Philadelphia
New York, 119 Lafayette Street
Phone Franklin 3166

La Flor de Portuondo

Established 1869

GENUINE

Juan F. Portuondo

Cuban Hand-Made CIGARS

The Juan F. Portuondo Cigar Mfg. Co.
PHILADELPHIA

Leaf Market Jottings

(Continued from Page 10)

In Kentucky the wisdom of closing the markets on the 4th of January has been amply demonstrated. The situation at that time was threatening and dangerous. In the interval between the 4th and 17th the dealers and growers got together and any further troubles seemed improbable when the markets reopened on January 17th.

At Lexington a total of about a million pounds of tobacco sold for an average of $13.60 a hundred. The prices bid ranged from 25 cents a hundred to $53. The better grades generally sold at from 25 to 35 cents a pound. So wide a variation confuses any estimates of the value of good leaf. The opening sales were generally of low grade tobacco.

Averages at other markets were $13.80 at Paris, $12 at Harrodsburg; $37 at Richmond; $16.37 at Carlisle; $15 to $40 at Covington; Eminence, 59 cents a pound, and Frankford from 1 cent a pound to 37 cents.

Official quotations of the Louisville Leaf Tobacco Exchange for the 1919 crop are but slightly affected by the 1920 crop and principally in the inferior grades, as follows:

1919 Crop.—Dark Red Burley: Trash, $4 to $7; lugs, common, $8 and $10; medium, $11 and $16; good, $18 and $22; leaf, common short, $9 and $12; common, $13 and $15; medium, $17 and $25; good, $30 and $35; fine and selections, $40 and $45.

1919.—Bright Red: Trash, $6 to $10; lugs, common, $11 and $14; medium, $14 and $17; good, $22 and $25; leaf, common short, $16 and $20; common, $20 and $22; medium, $25 and $28; good, $38 and $42; fine and selections, $55 and $60.

1919.—Colory: Trash, $7 to $12; lugs, common, $14 and $17; medium, $19 and $24; good, $35 and $40; leaf, common, short, $18 and $22; common, $24 and $28; medium, $30 and $35; good, $40 and $45; fine and selections, $60 and $65.

1920.—Burley Crop, Dark Red: Trash, $2.50 to $4; lugs, common, $5 and $6; medium, $7 and $8; good, $10 and $11; leaf, common short, $4 and 6; common, $7 and $8; medium, $10 and $11; good, $20 and $25; fine and selections, $25 and $35.

1920.—Bright Red: Trash, $3.50 to $5; lugs, common, $7 and $8; medium, $8 and $9; good, $11 and $12; leaf, common short, $7 and $8; common, $8 and $9; medium, $15 and $20; good, $25 and $30; fine and selections, $30 and $36.

The 1919 dark crop, leaf quotations, range from $12.50 for common, to $22 and $25 for good. The 1920 dark crop ranges from $8 for common to $13 and $16 for good.

In the Connecticut valley a few sales have recently been reported, ranging from 30 to 35 cents per pound. Some warehouses have about completed sorting and packing their purchases and will have to close down or buy more. Warehouses working on shade are in better shape and will continue for a while yet.

Buyers have been looking for crops but offering much lower prices than they did early in the season and the growers are naturally holding back.

An indication of what is happening in the tobacco industry of many other sections is shown by the fact that sorters who received $5 and $6 a day last winter have been reduced from $4 to $3.50 in Suffield.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made fo every ten (10) additional titles necessarily reported.

made for every ten (10) additional titles necessarily reported.

REGISTRATIONS.

GOOD NEWS:—41,972. For tobacco manufactured in all forms. November 19, 1920. The American Tobacco Co., New York City.

ADJUSTMENT 1921:—41,974. For cigars. January 13, 1921. Leopold Powell & Co., New York City.

LA HERSILORA:—41,975. For cigars, cigarettes and tobacco. January 19, 1921. Sylvan D. Deutsch, New York City.

THE BILTRITE CIGAR:—41,976. For cigars. January 13, 1921. The Kaltreider Cigar Co., Red Lion, Pa.

TRANSFERS.

JOAN OF ARC:—6719 (Trade-Mark Record). For cigars. Registered March 18, 1890, by Geo. Schlegel, New York City. Transferred to United Cigar Mfgrs., New York City, March 19, 1904, and re-transferred by the General Cigar Co., successor to United Cigars Mfgrs., to San Telmo Cigar Mfg. Co., Detroit, Mich., January 10, 1921.

TU-VES:—16,741 (Tobacco Leaf). For cigars. Registered April 15, 1899, by Perez, Rodriguez & Co., New York City. By various transfers acquired by Y. F. O'Halloran & Son, Tampa, Fla., May 22, 1920, and re-transferred to A. Yanez y Ca., Tampa, Fla., May 27, 1920.

ENCOURAGING OUTLOOK AT HAVANA

A cablegram received from Havana, Cuba, dated January 19, states that there are seventy-eight vessels in Havana Harbor as compared with eighty-one the past week. It is reported by the customs authorities that 455,000 packages were dispatched during the past week as compared with 389,500 the week previous, and that clearance of general wharves is being actively engaged in. It is felt, however, that sufficient trucks to transfer the merchandise will be lacking. There are already nineteen private warehouses bonded by the customs authorities and eleven additional applications for bonding, one of which will cover a space of 30,000 square meters, have been received. Action will be taken immediately to return to merchants money estimated at $1,000,000 remaining in the treasury from overdeposits made to guarantee duties. Due to the efforts of the acting collector of customs and the supervisor of port congestion to carry into effect the recommendations of the American Commission to Cuba in this matter general optimism is felt regarding the harbor congestion. Insurance companies are a little uneasy because of the possibility of claims arising from the public sale of merchandise not accepted by the consignees within the time specified by the customs authorities. Under date of January 10 this sale was ordered by the acting collector of customs to be made promptly in accordance with the Cuban law.

In a cablegram received from Consul General Hurt, Habana, Cuba, dated January 22, 1921, he states that bank deposits which have been made since October 10, 1920, are generally considered by the public to be exempt from the moratorium, and prospective depositors have been assured of that fact by the banks. However, a presidential decree might be passed to subject such deposits to a moratorium or that bank depositors might pass a resolution to hold the deposits. No judicial decision has been handed down on this question, although bankers feel that the Supreme Court would hold that the decree of October 10 applied only to obligations already existing on that date.

For over a generation

OWL BRAND—with the Brown Band—begins his New Year with more friends than ever before.

Good judges of tobacco have smoked Owls for over thirty years, yet the Owl Brand with the Brown Band never grows old. Owl has always offered unusual value, because the General Cigar Co., Inc., constantly keeps $3,000,000 worth of leaf in reserve, always curing and mellowing.

Every leaf of the tobacco that goes into an Owl Cigar is high in quality. The filler is long-leaf and fragrant. The wrapper is of genuine Sumatra.

Try Owl. The value for the money was never greater.

General Cigar Co., INC.
NATIONAL BRANDS
NEW YORK CITY

The OWL Brand
With the Brown Band

Tobacco Patents Granted

[Full details and specifications of the following patents may be had by addressing The Commissioner of Patents, Washington, D. C., and enclosing ten cents for each patent wanted. In ordering, give patent number only.]

No. 1,362,893. Tobacco-Hanging Machine. Lonnie J. Paylor, Danville, Va., patentee.

This patent is for a machine which has a conveyor for hands of tobacco having a point of reception and a point of discharge for the hands, means operative during the conveyance of the hands for dividing the hands and maintaining them divided from intermediate points to their leaf ends and partially opening the leaves, and a conveyor for positioning laths at said point of discharge and moving said laths lengthwise past said point of discharge to receive said opened hands thereon.

No. 1,352,421. Process of Preserving Manufactured or Leaf Tobacco. Vicente C. Alsina and Genaro Fernandez, Buenos Aires, Argentina.

A process for preventing injury to tobacco products by the tobacco moth and other similar insects, which comprises subjecting the tobacco products to the odors emanating from a mixture comprising a mixture of vanilla beans and tonka beans, said mixture being placed in proximity with the said tobacco products, but being protected from actual contact therewith, and allowing the tobacco products to absorb the odors.

No. 1,363,895. Device for Making and Forming Cigarettes. Hector J. Mondor, Holyoke, Mass., patentee.

A device for forming a cigarette which comprises a barrel member, a funnel slidably and pivotally connected thereto for directing the flow of the filling tobacco downward into the barrel member and for permitting the insertion of the wrapper within the tubular member and also for permitting its removal after the cigarette has been completed, said barrel having its lower end formed with slots, a pin in the slots, a collar on the barrel member for moving the pin in the slots against the lower end of the finished cigarette in removing the same.

No. 1,363,989. Cigarette Paper. Robert J. Morley, Rochester, N. Y., patentee.

This patent is awarded for a cigarette paper which comprises a single sheet of paper, said sheet of paper being folded to form an elongated pocket and having a long and a short side

No. 1,364,274. Cigar Lighter. Charles E. Gervais, Jacksonville, Ky., patentee.

A device of the character named comprising a well element, means for supplying liquid fuel at a pre-determined level, a torch adapted to be inserted therein, a vertically movable foraminate flame checking member in the well and yielding means tending to support the foraminate member at a high point spaced above the fuel in the well.

No. 1,864,892. Smoker's Utensil. Edmund Schulte and Joseph Weite, Jr., Bronxville, N. Y., patentees.

Patent for a device which comprises a hollow standard having a flared open top of greater width than the body of the standard and a base containing an ash tray therein, a shutter for said tray pivoted near one end, a rod passing through said standard pivoted near the other end, the said rod projecting through the top of the standard.

No. 1,364,893. Cigar, Cigarette and Match Holder and Ash Receiver. Edmund Schulte and Joseph Weite, Jr., Bronxville, N. Y., patentees.

A device comprising a receptacle having a bottom inclining downwardly from the sides toward a central opening, a conical stopper closing said opening, and means for moving the stopper toward or away from the opening, said means comprising a rod to which the stopper is fixed, the rod extending upwardly through the top of the receptacle.

No. 1,364,990. Container-Handling Device for Tobacco-Packaging Machines. George W. Gwinn, Brooklyn, N. Y., patentee. Patent assigned to Automatic Packing & Labelling Company, Durham, N. C.

In a tobacco-packaging machine the combination with two sources of container supply, of a source of package supply, means for alternately transferring containers from said sources of container supply into juxtaposition with said source of package supply, and means for their successively loading packages into said containers.

No. 1,365,399. Folding Device for Tobacco-Packaging Machines. George W. Gwinn, Brooklyn, N. Y., patentee.

In a tobacco-packaging machine the combination with a platen provided with a pair of articulated folding members normally lying in the plane of the platen, of means for moving the platen into engagement with a package and to swing the folding members out of the plane of the platen.

No. 1,365,400. Moistening Device for Tobacco-Packaging Machines. George W. Gwinn, Brooklyn, N. Y., patentee.

The combination, in a tobacco-packaging machine, of a source of moisture supply, of a moisture-applying device associated with said source of supply, and a traveling plunger-wiping pad intermittently contacting with the said device to receive moisture therefrom.

No. 1,365,510. Cigar Box. Henry Leiman, Tampa, Fla., patentee.

A cigar box comprising a body portion consisting of an integral sheet including the bottom, ends and sides of the box; side layers affixed to the inner faces of the body sides, layers on the inner faces of the ends for delimiting the position of the erected sides; said layers on the end walls being proportioned and disposed so as to form rabbets to receive the ends of said side layers; means for securing the ends and the sides together in erected position and a bottom layer secured in position by the lower edges of the layers.

No. 1,357,117. Tobacco Truck. Benjamin W. Rhodes, Eagle Rock, N. C., patentee.

Patent given for a tobacco truck comprising a platform having means for supporting tobacco plants thereabove, longitudinal runners depending from the platform and extending the full length thereof, the runners at their forward ends having curved edges, a wheel rotatably mounted on each runner near its rear end, a shoe carried by each runner and embracing the forward edge, the shoe extending partly onto the under edge of the runner, and a clevis carried at the forward end of the truck, whereby both the wheels and shoes engage the ground when the truck is on a level.

A HERITAGE

RIZ LA CROIX

CIGARETTE PAPERS

FIRST made, years ago, in France by the Family Cross—from which the "Croix" is derived—the secret has been handed down to each succeeding generation.

WITH pardonable pride in a great inheritance, the Cross family have always produced these papers with such a uniform standard of quality that today, though there are many imitators, Riz La Croix have the largest sale of any cigarette paper.

THE careful manufacturing process used has given smokers the finest, strongest, yet thinnest paper possible. The tobacco cannot burst through—it burns freely without a particle of charring—and leaves but the faintest trace of gray ash.

There are three reasons for this:

1—Only the finest linen is used in making Riz La Croix.

2—400 gallons of pure mountain water from the Pyrenees are necessary to make one pound of the paper:—and

3—the Frenchman's "know how," handed down from generation to generation.

The American Tobacco Co. INCORPORATED

111 Fifth Avenue, New York City

Life
Cigarettes
They'll hit you right—Because our aim has been to make them mild, of the famous Burley Blend, and seasoned with Chocolate
FRAGRANT—DELICIOUS
Life
CIGARETTES
EXCLUSIVE PROCESS
.... UNION MADE ....
Patterson Bros. Tobacco Co., Tr.
RICHMOND, VIRGINIA
IF YOUR DEALER DOES NOT HANDLE THEM, WRITE US

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
122 Second Avenue New York City

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged
1871 GATO 1871
Write for Open Territory
Factory: Key West, Fla. New York Office: 203 W. Broadway

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

CHARLES A. BOND HAS AN ASSISTANT

David F. Morris has been appointed assistant to Charles A. Bond, tobacco agent for the Philippine Government, whose headquarters are at 172 Front Street, New York City.

Mr. Morris has been prominent in the tobacco trade for several years and was appointed as the result of plans by Mr. Bond to amplify the service which has grown necessary by Mr. Bond's activities, notably the large increase in consumption of Philippine cigars in the United States and the extension of the territory beyond the capacity of one man to supervise it.

Mr. Bond's work in the eastern and New York markets has grown to such an extent that it takes most of his time. Mr. Morris will travel most of the time and is now on a trip from coast to coast.

Mr. Bond's very efficient advertising, in many respects a model, has been a great factor in bringing the goods made under "Government Guarantee" to the notice of the people, with results that have been highly gratifying to the increasing clientele to the "guaranteed" Manila cigar.

DANISH TOBACCO TROUBLES

According to the "Berlingske Tidende," of Copenhagen, Denmark, there has been some friction in Denmark between manufacturers and retailers, arising apparently from the opening of retail shops by the manufacturers. A compromise has now been effected between the Danish association of tobacco and cigar dealers and a large group of manufacturers, which includes the factories of Nobel, Augustinus en Horwitz, and Kattentid. By this compromise the manufacturers undertake not to open any more retail shops in Denmark, and on their part the retailers give up the idea of opening a cigar factory run on co-operative lines, and also that of extending the co-operative buying of supplies. This news indicates that the natural demarcation between the manufacturing and distributing sides is as much emphasized in Denmark as in this country.

M. H. HIGGINS DEAD

M. H. Higgins died at Scranton, Pa., on January 21. Mr. Higgins was a prominent factor in the cigar and tobacco trade of Scranton for many years. He was 58 years old.

Mr. Higgins was born in Carbondale, Pa., and went to Scranton as a boy. His first business connection was with the firm of Short & Flynn, which became Short & Higgins and later M. H. Higgins. Some of his brands of cigars have been very widely distributed.

The business will be continued by his son, Trout J. Higgins, who has been connected with Bayuk Brothers in New York, at 206 Franklin Avenue, Scranton, Pa.

GRADIAZ ANNIS TRADE DINNER

Gradiaz Annis & Co., of New York, gave a banquet at the Hotel Astor on January 17 to leaf dealers, boxmakers, jobbers, retailers and cigar manufacturers. Leo Gottsegen and Julius B. Annis were the hosts.

Covers were laid for about forty guests and after an elaborate dinner amid much social enjoyment, short addresses were made by Charles Fox, Joseph Mendelsohn, E. A. Kline, Leo Weiss, W. G. Patterson, Oscar Brinkman, Col. Fred. Baldwin, Sam Wasserman, Charles Hood, I. Maskoff, W. Hollingsworth, A. Sladkus, J. B. Annis, E. J. Mulligan, E. Wodiska and S. D. Winn.

PHILIPPINE TOBACCO

Commercial Agent J. F. Boomer, Manila, P. I., said in "Commerce Reports," recently:

Local dealers in Philippine tobacco have had marks and standards and grades, more or less adhered to, since time immemorial. But these grades and marks have had nearly, if not quite altogether, a local use and significance. They have guided local buyers of the leaf for manufacture, but have not been known to any extent in foreign commerce.

In 1916 the Government of the Philippine Islands, for the purpose of giving Philippine tobacco a recognized place in foreign markets, passed a law, Act 2613, which gave to the Bureau of Agriculture and to the Bureau of Internal Revenue certain supervisory powers in the tobacco industry; the former over the planting and cultivation of the product, and the latter in the matter of marketing the same, with special reference to foreign markets.

Section 6 of the said law has reference to the grading and marking of Philippine tobacco for export. This section provides as follows:

"The collector of internal revenue shall have the power and it shall be his duty:

"(a) To establish general and local rules respecting the classification, marking, and packing of tobacco for domestic sale or for exportation to the United States so far as may be necessary to secure leaf tobacco of good quality and to secure its handling under sanitary conditions and to the end that leaf tobacco be not mixed, packed, and marked as of the same quality when it is not of the same class and origin.

"(b) To establish from time to time adequate rule defining the standard and type of leaf and manufactured tobacco which may be exported to the United States, as well also as the manner in which standard tobacco for export, whether in leaf tobacco or manufactured tobacco, shall be packed.

"(c) To require whenever it shall be deemed expedient the inspection of and affixture of inspection labels to tobacco removed from the Provinces of its origin to another or other Provinces before such removal."

Pursuant to the provisions of this act, the collector of internal revenue has established rules and regulations governing the grading of tobacco and cigars. These rules are drastic and are operating successfully to the end of improving the quality and reputation of Philippine tobacco both locally and abroad.

THE 1920 SAMSUN TOBACCO CROP

The 1920 Samsun tobacco crop is estimated at 50,000 bales (1 bale = 100 pounds), but on account of the unusually rainy weather during September and October there will be a large quantity of "Giormez" (very low grade tobacco never exported to the United States), which will form from 30 to 35 per cent. of the entire crop, and which will leave on hand about 1,155,000 okes (1 oke = 2.82 pounds) as a maximum quantity of other grades. The yield in the Maden and Dere districts will compare more favorably with previous years as to good grades of tobacco. It is estimated that Samsun merchants have on hand at present 4000 to 5000 bales of the crops raised previous to 1919, and from 120,000 to 150,000 of the 1919 crop, making a total for the 1919 and present seasons of about 600,000 okes, which will yield a low percentage of top grades. It is learned that of the 1919 crop handled by American firms in Samsun there was a yield of from 20 to 22 per cent. "Giormez."

Most Value *Most Quality*
LA AZORA
MOZART
LOVERA
HARVESTER
CASTELLANOS
EL SIDELO
DUTCHMASTERS
NEW BACHELOR
ADLON
"44"
CONSOLIDATED CIGAR CORPORATION
NEW YORK CITY

GOLD LEAF BANDS
If Interested, Please Write
The Moehle Lithographic Co.
Clarendon Road & E. 37th Street
Brooklyn, N. Y.

TRADE NOTES AND NOTICES

The name of the Tichenor-Denike Cigar Corporation, of Peekskill, N. Y., has been changed to the Tichenor Cigar Company.

The Standard Commercial Tobacco Company, Inc., 120 Broadway, New York City, has increased its capital stock from $7,000,000 to $23,650,000.

The Fred Brooks Cigar Company has been incorporated with headquarters at Jacksonville, Fla. Mr. Brooks is president and manager of the company.

The Roby Cigar Company has been incorporated at Barnesville, Ohio, with a capital of $400,000 by H. L. Roby, F. M. Roby, J. K. Hibbard and C. Flower.

The J. M. Buckner Tobacco Company has been incorporated with a capital stock of $100,000 at Louisville, Ky., by Jean Girdud, George A. Schuler and R. P. Dietzman.

Mendel & Co., cigar manufacturers, who recently moved from Philadelphia to New York, will occupy factory quarters at 353 East Seventy-eighth Street, as soon as alterations are completed.

Tobacco farmers in several States are anxiously seeking official statistics of the cost of production. We wonder if they have been reading about the cost plus profits of the war profiteers.

The Lancaster Leaf Tobacco Board of Trade has re-elected Milton H. Rank as president. Other officers elected are B. F. Good, vice-president; Morris Rosenthal, treasurer, and Jacob Bowman, secretary.

The Congress Cigar Company has secured the building at 21 North Second Street, Philadelphia, lately vacated by the G. H. P. Cigar Company, which moved into their new factory at Third and Brown Streets.

The San Telmo Cigar Manufacturing Company, of Detroit, Mich., has acquired the Joan of Arc trademark from The General Cigar Company. As everyone knows, the Joan of Arc is a very wide and favorably known brand.

Henri Dentz and F. A. Van der Breggen, two old and well-known Amsterdam brokerage houses, for many years prominent in the Sumatra and Java trade of the United States and Europe, have amalgamated, effective the first of the year.

John Schwartz & Sons has been incorporated with a capital stock of $50,000 to engage in the cigar manufacturing business at Poughkeepsie. The incorporators are H. B. Vosburgh, T. C. Hoge and F. Schaad, of Poughkeepsie.

A recent fire in the warehouses of the Commercial Company of Salonica, at Cavalla, in the center of the Macedonian tobacco industry, is said to have destroyed about a half million pounds of high-grade Dubec and Macedonian Basma, valued at close to a million dollars.

Tobacco was a medium of exchange in the early days of Virginia, according to "The Burnig Question," house organ of the General Cigar Company. In 1643 making a pair of stockings cost 120 pounds of tobacco; a pair of gloves 100 pounds; a coat 40 pounds, and a whole suit 378 pounds.

President R. M. Ellis, of the Tobacco Products Corporation, has sailed for China, where he will consider the situation there with a view to developments in that country which are contemplated by the corporation, which has a fully equipped factory in Shanghai and a well-organized sales force.

The London "Cigar and Tobacco World" states that the consumption of Egyptian cigarettes in England has decreased "tremendously." In November, 1920, importations amounted to less than one-fourth of the importations of 1919, and about one-third of the importations in November, 1913. It does not say that this is probably due to preference for good American "fags," which is fairly probable.

A banker in Maysville, Ky., told growers who felt that they could not afford to hold their tobacco that they should "quit using so much gasoline and get out 'Old Dobbin' and stop wearing silk shirts and socks." He said that his bank needed money as badly as any, but that it would stretch its credit to the limit to back the farmers, but tobacco speculators could not buy their tobacco because the banks had no money to loan for that purpose.

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
BRANCH
INTERNATIONAL PLANTERS CORPORATION
280 BROADWAY : : : NEW YORK, N. Y.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37TH STREET
BROOKLYN, N. Y.
HIGH GRADE CIGAR LABELS AND BANDS
170 WEST RANDOLPH ST., CHICAGO, ILL.
723 BRYANT STREET, SAN FRANCISCO, CAL.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
Cigar Labels, Bands and Trimmings
of Highest Quality

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
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THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
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High Grade Cigar Labels
WE have just purchased the entire stock of the exceptionally fine line of Labels formerly lithographed and carried by Louis E. Neumann & Co. This complete line, together with our own and those formerly made by Krueger & Braun, is now being offered at exceptionally low prices to close them out. Editions run from 2000 sets upwards. **Good opportunity to obtain a private label in small lots.**
SAMPLES FURNISHED ON APPLICATION
Wm. Steiner Sons & Co.
257 to 265 West 17th St. New York City

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22nd St. and Second Ave., NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET, LOUIS G. CAVA, Mgr.

SHADEGROWN

Connecticut, Florida

and

Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

131-133 Water St., New York City

VOLUME 41 NO. 4

The TOBACCO WORLD

FEBRUARY 15, 1921

The Wolverine Bunch Breaker

(A Little Machine That Does Big Things)

Will do single binder work with the most tender binders, thereby saving 35% to 50% of the binder cost.

Some manufacturers claim a saving of ONE AND ONE HALF POUNDS OF DRY BINDERS (not stripped booked stock) on a thousand bunches, with a high grade Wisconsin binder. On a more tender binder the saving is greater.

Increases production more than 40%.

Price $25.00 | Not sold with Bunch Breaker's Table

SOME OF THE SATISFIED USERS

Deisel-Wemmer Co., Lima, Ohio
Ohio Branches 616 Machines
Rauch Cigar Co., Indianapolis, Ind.
Indiana Branches 70 Machines
Winner Cigar Co., Chicago, Ill.
Michigan and Indiana Branches 45 Machines
Mi Lola Cigar Co., Milwaukee
Wisconsin Branches 32 Machines
General Cigar Co., New York, N. Y.
New Jersey Branches 22 Machines

Shipped on 30 Days' Free Trial By Prepaid Express

If Not Entirely Satisfactory Can Be Returned AT OUR EXPENSE

Write for One Today

PULTE-KORRECK MACHINE CO.

(Formerly)

West Michigan Machine & Tool Co.

Grand Rapids -:- -:- -:- Michigan

When you wore short pants

SWEET CAPORAL CIGARETTES

were known around the world.

Since then the sale of SWEET CAPORAL has increased every year.

because

—they were the first American cigarette, the first blended cigarette—the first pure and mild cigarette ever made—

—the London Lancet, the world's leading medical journal, says: "Sweet Caporals are the purest form in which tobacco can be smoked"—

and, what counts most,

because the smoker "likes 'em"

The American Tobacco Co.
INCORPORATED
111 Fifth Avenue, New York City

The Factory That Has Always Stood for "Open Shop"

From the time that Val M. Antuono first started to work as an apprentice boy in the factory which he now owns, until the present day, he has always stood steadfastly for the "Open Shop."

He knows from practical experience both as a cigar worker and a manufacturer that such a system works to the advantage of every sincere, conscientious worker—under this system both employer and employee get a square deal and no autocratic "Labor Leader" reaps the harvest of efforts of the workers nor dictates to the manufacturer how he shall conduct his business.

VAL M. ANTUONO'S PRODUCTS

C. H. S. -:- SHANNA

DUKE OF BELCOURT CIGARS

Have demonstrated that "Open Shop" conditions can produce the highest quality products in the world and at the same time give the consumer an assured supply of his favorite "smokes."

VAL M. ANTUONO

TAMPA, FLA.

STICK TO Cinco - IT'S SAFE

OTTO EISENLOHR & BROS. INC.
PHILADELPHIA —— EST. 1850

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OF UNITED STATES

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The Tobacco World
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Volume 41 THE TOBACCO WORLD Number 4

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, FEBRUARY 15, 1921 Foreign $3.50

Tampa Cigarmakers Back at Work But Did Not Accept Manufacturers' Terms, Say Leaders

Tampa, Fla.

AFTER ten months of struggle, Tampa's cigarmakers have capitulated to the god of existence—hunger—and voted 2514 to 1054 to return to work. And meeting them with wide-open doors, the cigar manufacturers received all comers Monday morning and are still adding to the forces as rapidly as the strenuous reorganization necessary after such a state of affairs as has ruled in Tampa for ten months, permits. "We expect to have every man and woman back at his bench or chair by the first of the new month," said A. L. Cuesta. The cigar manufacturers announced that they would make no discrimination between strike leaders and rank and file. "We are willing to close the book of the past and work along as if there had been no trouble," they stated through the local papers. But—

On the other hand, the unions have thrown down the gage of battle. They did not vote on accepting the manufacturers' terms, they say, and have not accepted them. The joint advisory board issued a manifesto, in which it stated that though the regular $4.50 weekly benefits would continue indefinitely from the International to union members, the two or three thousand non-union members who had been drawing a benefit through collections in Key West, Havana, Chicago, New York and elsewhere, would have to go without, for collections were dropping to almost nothing. Business is practically at a standstill in Cuba because of the financial crisis, while cold has stopped up the north, said the manifesto. So "we call a referendum to see if you want to go back to work or continue to stay out without funds," reads a rough translation of a part of the manifesto.

Then at the meeting at which the result was announced the leaders told the strikers to prepare for a harder battle when the unions would have more funds and when adversity in other parts of the world would not cripple their fight. "We have not accepted any terms, and will not," said one speaker. "We are just going back to work for a while to keep from starving."

More than 8000 workers were in the city and drew benefits the last week of the strike, this being about double the number dependent upon the unions a few weeks ago, when 1500 were working in the phosphate mines, fully that many in factories in other cities and several hundred clearing lands near here. The stringency up north released hundreds of powerful men whom the phosphate mines brought down to replace the Latin workers; cold weather sent cigarmakers back south from the north, and heavier men displaced those clearing lands. The re-influx merely hastened the end, doubling as it did the strain on the union's funds.

The manufacturers believe that the rank and file have learned their lesson and that without great provocation will not vote another strike in the near future. And the manufacturers do not intend to give any great provocation.

The strike began last April, when the unions struck against about half the big factories here, demanding a closed shop because the factories had "blacklisted" the shop collectors of the unions. A few days later the manufacturers retaliated by locking out the remainder of the workers. They remained closed until late in July, when they announced they would open on the same old basis to take back what workers desired to work. The accessions to the factories' forces came slowly. Hardly a score worked the first day, then more came as the citizens assured that all would be given protection. It climbed up until the week before the strike ended approximately 3500 workers were busy.

Meantime the unions had enlisted the support of the then attorney-general, Van C. Swearingen, who sought to break the manufacturers' association. The Federal Trade Commission investigated and has just recently cited the association—but too late to aid the strikers, even should they find the organization, as alleged, a combination in restraint of trade, which is not thought probable, as the civil courts have upheld the organization.

Meanwhile the city is taking on new life. The first week's payroll is approximately $250,000, and next week's will be close to $400,000, while it will be back to the old half-million mark by the first of the month.

Orders are moving. Every factory in the city has orders piled up ahead for millions of cigars. If the workers can be secured there is no limit to the output but the number of benches in local factories. Prospects are that the output will pass the half-billion mark this year. It was 418,000,000 in 1919.

And Uncle Sam starts collecting his half-million dollars a month tax on the industry through the local customs house and internal revenue office.

Business Building

By a trained Business Man and Advertiser
Written especially for
THE TOBACCO WORLD
by A.E.P.

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IT is the little things that tell, as the young lady found whose small brother was concealed under the sofa when her young man called. And it is the little things which tell—tell mightily—in business building.

The trouble with most of us cigar dealers in this respect is that we do not consider the aggregated value of a multitude of little things. We think of the unimportance of one little thing and conclude it is not worth bothering over.

But the man who fails to save his pennies, because one penny is of slight account, will probably never have dollars to save, because it is the saving of the pennies which make the saving of the dollars possible.

These remarks are submitted because of a special article printed in a recent issue of THE TOBACCO WORLD.

I wonder how many read that article on "Some Little Things a Retail Tobacconist Can Do." And I wonder how many of its readers read it so earnestly that it got under their hides. And of the latter I wonder how many set it to work for them in their business.

Did you?

If you didn't, then you are like the hungry man who had a fine dinner spread before him, but did not partake, because of the trouble of eating, and so remained hungry.

There are a score, a hundred, a thousand, little things you could do in your business, and they would be a mighty factor in building the business to what you want it to be.

LET us tell ourselves very frequently that goods are sold by the eye. A writer stated it bluntly but forcibly when he said that people would rather eat a miserable dinner out of nice dishes than one fit for a king out of a horse trough.

Please the eye in the goods you buy; they'll quickly sell and you'll do well. But right here is where many cigar dealers make a mistake, and a big one at that.

They may handle beautiful goods, and place them in their window, but they neglect the appearance of their stores. The window is unpainted; the glass is not overly bright, the contents are a heterogeneous mess of all kinds of merchandise, which displease rather than attract the eye—and the inside of the store is the same.

This won't do!

Human nature is so constructed that it prefers to criticise rather than approve. If a man should array himself in faultless apparel of the most expensive and beautiful materials, with costly jewelry, all spic and span as a fashion plate, and top it with an old, battered, disreputable hat, folks would not praise him for the beauty of his general attire. Not by a far call. They would shut their eyes to everything but his tramp-like head piece, and declare that he was dressed like a vagabond.

So with anything about your store. Let it be ever so attractive, if there be any feature which offends the eye, it discredits all the rest.

"THE year 1921 will reward the fighters." So said a prominent business man recently. He went on to explain that this year will be one of uncertainty, of doubt, of vacillation and of changes.

Many business men will "sit tight" this year. They will tell themselves that they propose to trim in their sales and drift along slowly with the wind, letting things take their course.

But a few will enjoy the fun of fighting. They will put themselves in fighting trim by keeping posted on the wants of the world. They will buy cautiously, very cautiously. They will watch their market like a hawk, and keep their stock up by frequent purchases. They will advertise in bold and striking ways. They will keep their store looking as spic and span as a ladies' parlor. They will train their eloquent tongue to talk—talk optimism, good business, bright days ahead, this great country of ours.

They will get close to travelling salesmen and learn what the most progressive dealers are doing, and get suggestions to follow such examples. They will enlist the active and hearty co-operation of their clerks.

They will be on their toes every minute, and will fight like good-fellows for every advantage. They will move to a better location if the opportunity offers. They will take on the other articles of merchandise if prospects look good to do so.

They will play the game with laughter and words of cheer, and little 1921 will reward them handsomely.

"MEN with vision wanted." In my favorite advertising journal this week several large establishments are advertising for advertising managers, and three of them state that they want "men with vision."

What do they mean, do you suppose?

As I take it they mean they want men with the "mind's eye." Men who can actually see the possibilities of a business, and who will then plan and work to turn these possibilities into actualities.

Now this matter of "vision" is one of the most valuable and precious of a man's possessions. Indeed the Good Book tells us that unless they have a vision, the people perish.

Have you a "vision," a business vision, Friend Dealer? Can you close your optics and see it plainly with your mind's eye? Can you throw your business future on a screen like a movie picture and actually see it unfold and grow before your mind's eye?

Can you see a large and beautiful show window replacing the little dinky one you now have, and which you may tear out next year? Can you see a finer store, with finer lines of goods and twice as many customers entering? Can you see yourself, perfectly groomed, with head up and smiling eyes, with such a cordial, friendly manner that it has attracted all these new people? Can you see the attractive display in your show window, the steady stream of advertising you are doing, the side lines of profitable merchandise you are gradually taking on? If so, you have a "vision," and you should work to make it come true.

HAD a hot argument with a clerk in a cigar store the other day. And he beat me. Yep! drowned me out; talked me to a standstill and when I went out he was patting himself on the back with both hands.

But this is my come-back, and I'm going to make it good and hard.

He said a poor feller, particularly a clerk, without money, friends or a pull, has no show these days. And he talked so much and so loud that I swan I couldn't get a word in edgewise; and so he thought he had the best of the argument.

But let me tell you, Friend Clerk, that he was wrong; dead wrong.

This is a wonderful age! We have enormous factories, powerful machines and complicated to a degree, business organizations that are marvels of perfection.

But every one of these wonderful things are as usless as dust and ashes without THE MEN.

Our astounding business machines and facilities must have men, and highly-trained men, to manage them—and they must have them right abundantly.

They are crying for men—for trained men—skilled, industrious, energetic, loyal, with courage, brains and initiative.

They want men who have come up from the bottom; who know the business from the ground up—not the rich loafers with a pull.

And any one who will fit himself to be a REAL MAN, will find himself called higher and higher, and his rewards will be rich beyond the dreams of avarice.

TOO LATE FOR CLASSIFICATION

GENUINE HAVANA SCRAPS, 45 cents per pound; Connecticut Cigar Scraps, 15 cents per pound; Picadura Scraps, 12 cents per pound. Samples sent on request. J. J. Friedman, 285 Metropolitan Avenue, Brooklyn, N. Y.

TAX-PAID TOBACCO PRODUCTS FOR DECEMBER

The following comparative data of tax-paid tobacco products indicated by monthly sales of stamps are obtained from the statement of internal revenue collections for the month of December, 1920.

Products.	*December, 1919.*	*December, 1920.*
Cigars (large)		
Class A .....No.	157,281,025	119,334,440
Class B .....No.	216,146,200	148,355,487
Class C .....No.	272,430,276	217,745,076
Class D .....No.	10,267,827	16,652,932
Class E .....No.	5,921,669	4,040,200
Total	662,046,997	506,126,135
Cigars (small) .....No.	45,491,540	47,380,000
Cigarettes (large) ...No.	2,523,499	4,459,813
Cigarettes (small) ...No.	4,578,641,450	2,816,818,050
Snuff, manufactured..lbs.	3,063,022	2,230,193
Tobacco, mftd. .....lbs.	29,409,443	15,452,701
Playing cards .....packs	3,671,078	2,421,164

JOSEPH ALTSCHUL DEAD

Joseph Altschul died at Quincy, Fla., on January 23. Mr. Altschul was born in Germany, September 16, 1838, and came to America when he was 18 years old, taking up his residence in Louisiana and then in Pine Bluff, Ark. He enlisted in the Confederate Army in 1861 and served throughout the war.

About seventeen years ago he engaged in the cigar business at Quincy, Fla., but soon gave up manufacturing and became a very successful grower and packer. He organized the J. O. Altschul Tobacco Company, growers and packers of shade-grown tobacco.

The business of the firm will be conducted along the same lines as formerly.

"BOLD" CIGARS NOW EIGHT CENTS

An important announcement was made on February 7 by Bobrow Brothers, Inc., of Philadelpha, in the readjustment of price on the nationally known brand of Bold cigars.

During the past year the cost of materials and labor forced the retail price of Bold cigars to 10 cents, but conditions have now adjusted themselves to such an extent that they feel they can reduce the price of Bolds to 8 cents at retail, and still continue to maintain the same high standard quality whch has heretofore merited the approval of millions of discriminating smokers of Bold cigars throughout the United States.

This progressive house recognizes that the trend of downward price is now in process in every commodity and as enterprising and patriotic manufacturers they are aligned with other merchants to bring business back to a more normal and stable condition and the announcement of this price reduction is a source of much gratification to them.

ANNUAL MEETING OF THE GEORGE W. HELME COMPANY

Stockholders of the George W. Helme Company will meet on March 7 at 2 o'clock, at the office of the company, 15 Exchange Place, Jersey City, N. J., for the election of seven directors and the transaction of business incidental to the occasion.

LEAF MARKET JOTTINGS

IN Lancaster County some of the big buyers started in quietly about the first of February and before that for a few days in some sections. Quotations given are 18 and 4 cents; 18 and 6 and 18-4 and 3 for about sixty acres. A buyer bought five acres at 18 and 4 cents; three acres at 20 and 3 cents, and five acres at 19 and 3 cents.

The Lancaster Examiner on February 8, said that practically all of the tobacco crop of 1920 in the vicinity of Manheim had been bought up by a certain big house, and that the prevailing prices were 17 and 18 cents for wrappers and 3 cents for fillers. The territory was very closely covered.

Throughout the county, buying was general and as a result, thousands of cases have been contracted for and transactions involving millions of dollars are under way.

It was a curious lot of circumstances that delayed the market until February. As everyone knows, the farmers had a crop last summer that looked fine in the fields, and talked about holding it until they could get 30 cents. The packers were a long way from seeing such a price, and held off.

The curing of the crop showed that burn had developed to a very considerable extent, and wrapper leaves that might have brought as high as 30 cents have ranged from 16 to 25, with the greater part at 16 to 18 cents. The market needs the wrapper grades but the lower grades are worth very little.

Lancaster County was very highly honored by the Pennsylvania State Tobacco Growers' Association, which was organized at Harrisburg on January 26. John F. Weaver, of Lampeter, president of the Lancaster County Tobacco Growers' Association, was elected president. Other officers elected were: First vice-president, Charles H. Dunn, of Lock Haven, president of the Clinton County Association; second vice-president, George A. Witmer, of York, president of the York County Association; third vice-president, H. C. Reinold, East Petersburg, vice-president of the Lancaster County Association; secretary-treasurer, Otto Olson, Ephrata, secretary of the Lancaster County Association. The three counties of Lancaster, York and Clinton are represented by about five hundred members.

In the South, Winston-Salem, N. C., reports sales of 43,950,000, at an average of $23 per hundred, with sales continuing steady in spite of bad weather and roads. Newburn, N. C., reports sales for the week at an average of $14.47, and total sales of about four million pounds at an average of $16.56. Oxford, N. C., reports sales for the week of about a million pounds at $23.94, and about twelve million pounds to date at an average price of $23.58. Last year the average price was $52.98.

Rocky Mount, N. C., reports sales of about a million pounds of tobacco at a trifle over $20 a hundred. About 75 per cent. of the crop has been sold to date. South Boston, Va., reports sales of a million and a half pounds at an average of $26.50 to $27. The Richmond, Va., market reports a dump of low-grade and damaged stock that made the week's average about $10; also a floor of dark shipping stock as follows: Lugs, $5 to $7; short leaf, $9 to $13; long leaf, $14 to $20. At Danville good and fancy wrappers were well in demand. The average of $30.88 per hundred was a trifle off, not due to any slack demand, but to a higher percentage of poor tobacco.

Lynchburg, Va., reports all good grades of tobacco in very active demand at somewhat stronger prices, especially for wrappers, which are bringing very high prices for fine and selections. South Hill, Va., market shows the best results of the season; prices on good grades are from $8 to $10. Quotations average, $47.90, $43.02, $46.65, $48.68, and from that down to $35.78.

The Kentucky situation appears to be in much better shape, although the night-riders are out in some sections, especially on the border, which has always been an unruly section. Barns have been burned at Paris and at Gallipolis, and other barns have been burned, with a strong suspicion of incendiarism.

Lexington market has been much stronger and offerings have been of a better grade. Average for one week was $11.97 a hundred, and the next week $13.52. The total sales for the season have been about ten million pounds, including the early sales in January, and the average $13.26. Low-grade tobaccos are being gradually eliminated from the floors as they frequently do not pay the expense of hauling and warehouse charges, but many crops have been sold at $7 and $8, which leaves only a small margin over handling and none, which means a loss for growing.

Carrollton, Ky., reports sales of about a million pounds at $16.47, and a general average on all sales to date of $16.22. Bowling Green, Ky., reports sales moving slowly and an average of $6.21, and an average to date of $6.81.

Covington reports that the best tobacco territory adjacent to it in Boone and Grant Counties, is in no hurry to market the crop. Some recent sales were made at 34 cents and better, but in no very large quantities.

(Continued on Page 22)

Happenings at Washington of Trade Interest

(Special from THE TOBACCO WORLD'S Washington Bureau.)

AN import duty of $2.85 per pound on wrapper tobacco, unstemmed, and $3.50 per pound if stemmed, is asked of Congress in a brief filed with the House Committee on Ways and Means by the New England Tobacco Growers' Association.

The Connecticut Valley tobacco industry, the brief sets forth, has been developed within the past twenty years. The first crop, in 1900, amounted to two bales; the following year this had increased to 240 bales, raised on 41 acres of land; in 1920, 6000 acres were devoted to tobacco raising and the crop is estimated to have reached 30,000 bales. The greatest production was in 1918, when 36,200 bales were taken from 6223 acres.

"Imperious necessity and the very existence of our domestic sun-grown wrapper industry as well as our domestic shade-grown tobacco industry requires a tariff sufficiently high to enable the domestic producer to meet the great difference in the cost of its production, due to the higher costs of wages and material which prevail in this country over the Dutch tropics," the committee is told. "Conditions following the World War have eradicated the favorable differential existing prior to its close. New England, Georgia and Florida can furnish all the cigar wrappers needed for domestic consumption if properly protected, and while thus protected will furnish a market for American labor and American materials of all kinds and descriptions. Remember also that every acre of shade-grown tobacco grown in New England means an additional acre of cotton grown in the South. Today, although making no pretense of any superior quality, the situation is such that the importers of foreign wrappers are actually advertising that they can undersell the domestic wrapper.

"In 1912, the duty of $1.85 per pound on cigar wrappers allowed by the Government was sufficient to enable the Connecticut Valley farmer to raise his crops, meet foreign competition in the American market and make money. Since that time, however, the rising cost of production based on our high standard of living, etc., has about doubled. Perhaps it is only natural to presume that the cost of production to the foreign grower has also doubled. Nevertheless, you can easily see that the relative values of the tobacco brought to our markets by the American and foreign farmers considered in relation to production expense are not equal and the present duty of $1.85 per pound, regarded in the light of increased cost, is only half the protection it once was. This condition should be realized. If it were to remain permanent the duty should be doubled. We are, however, only asking an increase of $1 per pound, which we hope will protect us against this era of increased wages and costs.

"For years the Dutch tobacco merchant has depended upon the American market to take practically his entire supply of high-grade wrapper tobacco. An examination of the imports will show that there has been very little difference in the total amount brought into this country from year to year up to the end of the war. Today, however, the Dutch merchant, with the exchange system and shipping situation favoring importation and the duty only half the check it once was, is fast shipping the lower grades into the American markets and underselling us. If this condition is allowed to continue, it means virtually the extermination of one of the profitable divisions of our industry, as it will practically make it necessary for us to only raise tobacco that can be used for binder purposes and the choice part of our crop cannot be sold profitably."

The association points out that at least 15,000 men and women are given steady employment and another 15,000 are given intermittent employment in the tobacco raising industry, and that tobacco constitutes the most important money crop in the Connecticut Valley. More than $100,000,000 have been invested in the enterprise, and the tobacco farms, warehouses and equipment in New England are of value for no purpose other than the production of tobacco.

AN effort on the part of Senator Smoot of Utah to have smoking prohibited in Government departments by proposing a "rider" to the sundry civil bill, under which the offense would be punishable by a fine of $50, was the subject of several hours' debate in the Senate on February 5, following which an amendment was adopted, providing that any person smoking in working rooms in any executive department should be fined $10 by the head of the department for the first and second offenses and dismissed from the service for the third offense. It is more than likely that the amendment will not be agreed to by the House of Representatives. Its introduction was the result of the recent fire in the Commerce Department Building, the second to occur in Government buildings within a few weeks.

The character of the debate on the amendment, which at times was more than a little acrimonious, was best defined by Vice-President Marshall, who remarked that "The discussion illustrates how much smoke can come from a little fire." As originally phrased, Senator Robinson, of Arkansas, who opposed it, pointed out, Cabinet members and the President would not be permitted to smoke in their offices, but members of Congress might. This was answered by Senator Smoot and other proponents of the scheme by the assertion that the Capitol and House and Senate office buildings contained no records of value to the country, a statement which was refuted by members

who pointed out that the records of the Supreme Court, the original treaties and the records of the House and Senate are kept in the Capitol. It was further pointed out that, if the object was to prevent danger of fire to Government buildings it would be necessary to prohibit smoking in adjoining privately-owned buildings and in buildings adjoining them—in effect, to prohibit smoking in the District of Columbia.

Some amusing exchanges occurred during the debate, one being when, after Senator Smoot had declared no valuable records were kept in the Capitol, Senator Robinson asked him if he thought the Supreme Court records valueless, even if he considered those which he (Smoot) made were without value. Another occurred while Senator Smith, of Arkansas, had the floor, when he said:

"This is the entering wedge of a most contemptible and restraining blue law backed by the Government of the United States to suit the particular tastes of different gentlemen who find great pleasure in looking over all parts of the human body to see if they can not find a boil. No one who stands for this smokes at all, probably. I will not mention any names, but on a certain occasion, when a Senator in the room of the Committee on Foreign Relations was asked if he would have a cigar, he said he did not smoke, he never chewed, and he had never taken a drink of whisky in his life. Another member of the committee, one of the most distinguished men in this country, turned to him, calling him by name, and said, 'What do you do to smell like a man?' "

While agreeing that smoking in the working rooms of the departments, where many women are employed, should be stopped, Senator Smith declared that the matter may easily be regulated by other processes than heavy fines and ,'there is no necessity in connection with the propaganda against the use of tobacco which is now being spread over the country to place the dignity of the Senate of the United States behind that campaign."

LEAF TOBACCO HELD BY MANUFACTURERS AND DEALERS

According to a report made by the United States Department of Commerce, Bureau of the Census, under date of February 3, 1921, leaf tobacco on hand January 1, 1921, includes 1,083,419,188 pounds, for which the "mark weight" was reported (*i. e.,* weight at time it was packed or baled), and 363,495,281 pounds for which the "actual weight" was reported. The corresponding amounts included for 1920 were 893,15,403 and 425,005,888 pounds, respectively; for October 1, 1920, 882,564,836 and 388,959,794 pounds, respectively, and for July 1, 1920, 1,013,455,261 and 439,506,763 pounds, respectively. Allowance should be made for shrinkage on the amounts for which "marked weight" was reported, in order to ascertain the actual weight. The total for January 1, 1921, includes 1,255,083,040 pounds of unstemmed and 191,-831,429 pounds of stemmed leaf tobacco.

PLAYING CARDS IN MEXICO

Vice-Consul W. A. Myers, at Santa Cruz, in a recent report states that there is a market in Mexico and in all other Spanish-speaking countries for a good American-made Spanish playing card. The people here can afford to purchase a higher grade playing card than is now offered for sale and would buy them if they could be obtained at the retail stores. Most of the playing cards sold here come from Spain, although some are made in Mexico. The cards offered for sale are of a very poor quality, printed on a thin cardboard, slightly glazed. They can be used only a short time, as they get soft, tear easily and cannot be shuffled well.

The Spanish pack consists of forty cards, having 2s to 7s, there being no 8s, 9s, or 10s. There is a "sota" (jack), a "caballo" (queen), a "rey" (king), and an "as" (ace). The cards are small, being about 2½ by 3¾ inches in size.

Entirely new plates would have to be made for the printing of these cards, as the designs are entirely different from the American cards. The Spanish-made cards retail at 1 peso per pack (50 cents American currency). The cards are poorly packed, a paper wrapping instead of a carton being used. It is suggested that any manufacturer entering this market make a high-grade enameled card, packed in separate cartons with the printing on the cartons in Spanish.

TOBACCO MONOPOLY IN CHOSEN, JAPAN

Consul General Miller writes from Seoul that it is reported from Tokyo that the authorities have now decided to establish in Chosen a tobacco monopoly beginning with the next fiscal year, April 1, 1921. It had been proposed for the fiscal year of 1920, but the plans are now taking definite form and negotiations have been concluded between the Government General of Chosen and the Toa Tobacco Co. (East Asia Tobacco Company) whereby the Government will purchase the factories and interests of the company in Chosen for $7,500,000, the money to be borrowed from the Bank of Chosen. After the establishment of the monopoly it is believed that the Government will follow the principle of purchasing leaf tobacco from the cultivators as hitherto, instead of undertaking the cultivation on its own account.

TAMPA BOX CONTRACT UPHELD

Tampa, Florida, February 12.

Circuit Judge Roble's decision, holding that the Cigar Box Manufacturers had a right to contract to sell their entire output to any firm or collection of firms, and that such contract is not in restraint of trade was upheld by the Florida Supreme Court. Van Swearingen, labor sympathizer, and until recently Attorney General of State, at the request of the labor unions, sued in the Circuit Court for revocation of charters of the cigar manufacturers and box concerns here, alleging that the Tampa Cigar Manufacturer's Association's contract with box factories, under which box factories could not sell to other cigar manufacturers, was in restraint of trade. This contract preventing firms outside of the Association from getting boxes, was one of the levers that kept the Cigar Manufacturers' Association from breaking up over minor points, during the strike just won.

Foreign Trade Review

IMPROVED economic conditions in practically all sections of the world are shown by the monthly review just compiled by the Department of Commerce from reports cabled to Washington from its agents in the various countries. The greatest depth of depression has undoubtedly been passed, and the reports indicate that the improvement should be steady and that better conditions are expected by every nation.

In his cabled report from Brussels, Trade Commissioner Samuel H. Cross reports an mprovement in Belgian exchange during January, which will have a decided influence upon the country's foreign trade. Stocks of imported merchandise at Antwerp are said to be generally greater than at the same period of previous years, and owing to this overstocked market the demand is generally dull for staple products, particularly cotton. Import prices of staples are stated to be generally lower than for the same period of the preceding month, and a similar trend in export prices is also noted. Unemployment is in evidence and continues to increase somewhat, particularly in textile industries. A general lowering of wages is expected, decreases having occurred in various isolated industries, and smaller strikes are reported to be in evidence. The cost of living is reported as decreasing somewhat, price reductions having recently been noted in clothing.

A rise in English exchange is predicted by Acting Commercial Attache Page, at London, and there is considerable talk that the Bank of England will decrease its discount rate, inducing easier money. Both imports and exports are decreasing. Stocks are generally greater than they were last year at this period, and due to the overstocked market demand is dull. Prices of staples are generally ruling lower than at the same time in December. Higher prices for staples are predicted, although lower prices for specialties will prevail. Prices of raw materials and manufactured products are generally ruling lower than at the same period of the preceding month. The cost of living has decreased six per cent. during the past two months. Retail prices generally are not declining. Labor faces reduction of wages with expressed determination to fight for wages sufficient to maintain the standard of living, which is still very high. Trade is dull in every industry, but on the whole there is slight improvement. The leather industry was one of the first to be affected and it is likely to be one of the first to show improvement. The prices of raw domestic hides are at a 1912 level and it is anticipated that these prices will induce large purchases and stimulate this particular industry at an early date.

Unstable exchange continues to hamper Italian business, according to Commercial Attache H. C. MacLean, at Rome, but an upward rate is looked for shortly. A decreased foreign trade is shown by the latest statistics available. Imports for the first nine months of 1920 totaled 11,904,000,000 lire and exports for this period amounted to 5,500,000,000 lire. A notable decrease of imports from Great Britain and an increase of imports from Germany has come about in recent months. Prices in general were considerably lower than for the same period of the previous month. The raw silk market is experiencing a very dull and depressed period, with prices ruling about the same as for the previous month. American purchases are reported to be affected by the unstable exchange rates. Unimportant local strikes are reported as happening continually, but the general labor problem is not causing much concern. A government plan covering the workers' supervision of industry is said to be under discussion and will soon be presented to Parliament.

According to the cabled report from Commercial Attache Normal L. Anderson, at Copenhagen, curtailed importations have influenced a rise in Scandinavian exchange. Both imports and exports are decreasing, due to the lessening demand and overstocked markets. The ruling prices of staples are lower, and the prices of specialties and manufactured products also are generally lower. Industries have been closing down or are working on part time basis. German competition is becoming quite serious in the Scandinavian countries and unemployment is increasing and it is anticipated that there will be a further lowering of wages. There is a decreasing number of American salesmen in the countries, owing to the fact that business is at a standstill. It is stated that no revival of business on an extensive scale is likely; there is no disposition on the part of business interests to make reductions of prices as they would rather lose business than reduce prices until the nearby markets can be more completely developed.

Stocks of imported articles are generally greater than for the same period last year, resulting in a dull demand in many lines. The same is true of export stocks, which were generally larger than for the same period last year, with consequent dull markets. There has been no noticeable change in the import prices of staples or specialties in the last month, and the export prices of raw products are ruling generally lower than in December.

The exchange situation in China favors exports, according to Commercial Attache Julean Arnold, at Peking. While millions of dollars loss, due to the fall in silver will have to be borne, commercial failures are fewer and less important than had been anticipated. Although a resumption of imports and exports is noted in all lines, the value of import stocks is lower than for the same period of last year, due to readjustments of inventories on new silver value basis. Although the piece goods market has been inactive during the month with none of the stocks being taken up, there is, nevertheless, an optimistic tone prevailing and hope is expressed of increased sales of cotton yarns at advanced prices. The stocks of export commodities are generally greater than for the same period last year and there has been a material resumption of silk exports to the United States. The prices of imported staples are generally unchanged, but the export prices of raw products are somewhat lower.

Imports for the last six months of 1920 into Australia totaled seventy-two million pounds and exports

totaled fifty-one million, according to the cablegram from Trade Commissioner A. W. Ferrin, at Melbourne.

Japan's financial situation is improving, Commercial Attache James F. Abbott reports from Tokio. Although the official figures for the foreign trade for the month of January have not yet been compiled, it is quite evident that the balance of the trade for that month still involved an excess of imports over exports. It is expected that the figures will show a notable decrease in the exports of silk, cotton goods and certain other products. The market remains overstocked with export merchandise generally, but the prices for the manufactured products which Japan exports are, as a rule, about the same as they were at the beginning of January. Quite a noticeable reduction has been effected in wage scales generally, and it seems probable that trade conditions will be more favorable as soon as disposition has been made of the stocks of products accumulated during the period of higher commodity and labor prices.

The movement of exchange in the Straits Settlements, reports Trade Commissioner John A. Fowler, at Singapore, favors imports. The second week in February is considered a critical period on account of the prescribed custom of Chinese to effect settlements in connection with the Chinese New Year, which occurs on February 8 this year. The indications on February 1, however, were that most of the merchants will be able to effect settlement at this time. Under these conditions business is naturally at a standstill, more especially as the stocks of imported merchandise are heavy and stocks of import commodities are steadily accumulating under the dull demand from abroad. Import prices are unsteady on account of the general scarcity of money. Similar conditions prevail in the Dutch East Indies, but it is reported there is some buying of textiles by retailers, but in most other lines stocks are accumulating.

The emergency tariff bill now before our Congress has had considerable effect on the exchange market in Argentina, according to a cable from Commercial Attache Edward F. Feely, at Buenos Aires. The trade balance for January was unfavorable to Argentina, and both imports and exports are decreasing. Stocks of import merchandise on hand are generally greater than in the same period last year and the prices received for them are slowly declining. Stocks of export commodities also are greater. The export duties on wool and hides and skins have been removed; there is a heavy wool stock on hand on which lower prices are being quoted. The exportation of wool during the last four months of last year was 67,000 bales, as compared with 161,000 bales in the same period of the year before. Despite the removal of the export duty on hides and skins the market remains dull and prices are declining. In general the commercial situation has not greatly improved.

A cablegram from W. E. Embrey, clerk to the commercial attache at Rio de Janeiro, states that the economic and commercial situation in Brazil remains about the same as in December. At that time the financial situation was reported serious, with many failures occurring. Imports and exports are decreasing and the trade balance against Brazil is reported to be growing.

Deflation continues in Chile and speculation is decreasing, according to Commercial Attache Charles McQueen; a decrease, also, in both imports and exports is apparent and as a result of the former the gradual movement into consumption of stocks held in the custom house has begun. The market continues to be overstocked with export commodities; prices of import staples, as well as raw products, are generally lower than for December. Unemployment is in evidence and is apparently increasing in some lines. The normal trade is waiting for a clearing up in the existing congestion caused by the holding of goods. Although the commercial crisis is not much worse, yet on the whole, little improvement is noticeable.

Somewhat similar conditions are reported in Mexico by Commercial Attache Carlton Jackson. Whereas the movement of export commodities is reported stationary, imports are decreasing. Prices are much as in December. The market is overstocked with certain lines, such as hides, fibers, etc.

As a result of the low prices received for cotton, many Peruvian farmers are plowing up their fields, according to Trade Commissioner Waters. A lowering of wages is generally noticeable, reductions approximating 25 per cent.; at the same time the cost of living is increasing. Usual credit terms are being offered, although care in extending such credits is being exercised. Many jobbers are allowing high discounts, thus enabling merchants to meet acceptances. Germans are again reported to be offering long credits.

SPANISH BUYERS IN THE UNITED STATES

According to a report from Commercial Attaché Cunningham, of Madrid, representatives of the Compania Arrendataria de Tabacos, which has the monopoly for the sale of tobacco in Spain, have recently left Madrid for New York, where they are to make tests of tobacco which is being purchased for their company. This company is expected to buy 30,000 to 50,000 barrels of leaf tobacco during the coming year. Further information relative to the address of these representatives may be obtained upon application to the European Division of the Bureau of Foreign and Domestic Commerce.

LEAF MARKET IN WISCONSIN

In Wisconsin, according to latest advices in the "Edgerton Reporter" a few crops of the 1920 leaf have recently been bought in the southern sections of the State. According to the percentage of binders, the price has varied from 15 to 25 cents. Crops representing the stemming quality have sold below 15 cents.

The buyers are not invading the field for the goods, but are taking crops offered by the growers. The farmers' co-operative warehouses, however, are standing pat. The farmers' warehouse in Edgerton may not start work until the 1st of March, though it has a goodly number of acres promised for handling. The Rock County tobacco growers at their meeting in Janesville last week report an initial acreage in the pool of 1500 acres. Their plan is to pack in their own warehouse, and to run crews in several warehouses. This is the largest undertaking so far on the part of growers to pack 1920 leaf reported. Dane and Rock County have in the neighborhood of 15,000 acres which must be handled either on the farm or by the co-operative method, unless buying movement should develop before the end of the month—a fortune that, as yet, has more the sign of a wish than a probability. Some farmers may arrange with individual packing firms who are now operating for themselves to run their crops over the tables.

DO YOU realize how many of your customers play cards and prefer "Bicycles?"

If you carry "Bicycles," display them prominently and watch your sales grow.

If you don't carry playing cards, order a few packs of "Bicycles" and notice how quickly they sell.

A stock of "Bicycles" means small investment, quick turnover, good profit.

EVERY dealer in Bicycle Playing Cards can increase his business by adding Congress Picture Back Cards and Revelation Fortune Telling Cards to his stock. There is as definite a demand for them as for "Bicycles." ***Ask your dealer.***

Store and window display material free on request to

THE U. S. PLAYING CARD CO.

Department 6, Cincinnati, Ohio, U. S. A. or Windsor, Canada

BICYCLE PLAYING CARDS

FAVORABLE OUTLOOK IN HAVANA HARBOR

A cablegram received from Havana, Cuba, dated February 9, 1921, states that there are 60 American vessels in Havana Harbor, as compared with 68 for the week previous. During the past week 15 foreign vessels and 49 American vessels cleared from American ports. It is reported by the captain of the port that the total number of vessels entering was 101 American and 30 foreign, and that during the last half of January 93 American vessels and 41 foreign vessels departed. It is reported by the customs authorities that 548,000 packages were dispatched during the past week, in comparison with 434,000 for the week previous. This is the largest number which has been dispatched in any one week since September, 1920. The total of warehouses which have been bonded numbers 37 private, and there are several additional applications for bonding. An auction sale is expected by the special supervisor of port congestion about February 15, which is to comprise only perishable goods. On January 24 the customhouse was to commence one which was to cover goods received between the years 1912 and 1919. On February 10 the second sale is called which comprises goods which have been in storage over a year.

Every facility is being offered in order that merchants may remove or place in bonded warehouses the goods which have been consigned to them. Articles 107 and 109 of the customs regulations are being carried out as suggested by the Joint Cuban-American Commission. The general outlook is favorable for the ultimate relief of the congestion in the harbor, and qauntities of textiles, paper, shoes, etc., have been transferred to the bonded warehouses.

TOBACCO IN A CAUCASUS DISTRICT

The following article is adapted from a translation from a Russian daily paper and transmitted to the United States Department of Commerce by the American Consul at Tiflis, Caucasus:

"The warehouses of Sukhum, Transcaucasia, on the Black Sea, contain about 500,000 poods (18,000,000 pounds) of tobacco from former crops. The crop of 1919 amounted to 200,000 poods (7,200,000 pounds), valued by the planters at 4700 rubles per pood, and thus representing a total value of about 950,000,000 rubles. This sum the Government tobacco monoply is unable to pay in short order; it could be realized only upon a quick sale of the tobacco. But it should be noted that the crop of 1918, and even that of 1917, is spoiling unsold in the warehouses of Sukhum.

The results are already apparent. The 1920 harvest will not be over 100,000 poods (3,600,000 pounds). Not more than 2000 dessiatines (5400 acres) has been sown to tobacco. In former years the tobacco crop of the Sukhum district reached 600,000 to 700,000 poods and the area sown was 8000 to 9000 dessiatines. The planters' society has information that many of the former producers did not sow any tobacco at all in 1920, planting grain and vegetables instead. Some time ago it was reported that many planters had given up their fields, selling them with complete inventory almost for nothing and leaving the Sukhum district for Greece or Turkey. At present several representatives of the Sukhum district society of tobacco growers are in Tiflis for the purpose of bringing the situation in the tobacco industry to the attention of Government circles.

SOUTH AFRICAN TOBACCO

TOBACCO is grown in various parts of the Union of South Africa, but the principal producing areas are the Magaliesburg and Kat River districts. In these two sections a light and medium tobacco of the Virginian type, such as Joiner, Yellow Prior, Bullion, Sterling, Tennessee Red, and Swazie, is produced; and in the Potchefstroom, Vredefort, Pietretief, Oudtshoorn and Piquetberg districts a medium to heavy type of tobacco, such as Tennessee Red, Sterling, Clarksville Heavy, Boyd, and Swazie, is grown; while in the Stellenbosch, Wellington and Tulbagh areas a Turkish tobacco, such as Dubeck and Soulouk, is found. Natal also produces a medium dark tobacco, which is largely employed in the manufacture of cigars and partly in the manufacture of a cheap-grade tobacco for pipes.

The average yield of bright tobacco in South Africa is approximately 800 pounds per acre, while that of dark tobacco is about 1000 pounds per acre. Prior to 1914 the cost of production of air-cured leaf was about £8 ($38.93) per acre; and that of flue-cured approximated £10 ($48.67) per acre. At that time dark leaf tobacco, suitable for pipe smoking, could be produced at a cost ranging from £5 to £7 10s. ($24.33 to $36.50) per acre, but naturally varied according to the method of handling and kind and amount of fertilizer used. In 1914 the price varied from 8d. (16 cents) per pound for a good red leaf, down to 1½d. or 2d. (3 or 4 cents) for sand or bottom leaves, while that of air-cured bright leaf registered from 9d. to 1s. 3d. (from 18 to 30 cents) per pound, and for flue-cured leaf from 9d. to 1s. 6d. (from 18 to 37 cents per pound, according to color and quality.

The tobacco and tobacco manufacturing industries have experienced considerable change in the class of leaf and manufactured article required by the public during the past ten or fifteen years. Formerly a heavy type of tobacco was used, but now a light cigarette tobacco leaf is consumed more extensively. In the early days the principal demand was for dark and medium tobacco suitable for ultimate conversion into pipe tobacco and snuff. At that time a fairly large percentage of each year's crop was put up by farmers into roll tobacco, the rolls being converted into pipe or snuff tobacco by the consumer. This practice still exists to some extent.

During more recent years factories for the manufacture of cut pipe tobacco and cigarettes have been established in the Union and, in consequence, an increasing demand for tobacco of light or medium color and fine or medium texture has arisen. This factor has encouraged the production of a leaf suitable to the manufacture of cigars. The production of colonial Turkish leaf has also been firmly established, and cigarettes are now made from locally grown Turkish tobacco. Prior to the European War a considerable quantity of tobacco was imported, comprising Sumatra for cigars and Turkish and Virginian for cigarettes.

The Williams-McDaniel Company has been formed at Salisbury, N. C., to do a wholesale cigar and tobacco business. W. J. McDaniel is president and D. Frank Williams is secretary-treasurer. The company is said to have ample resources.

MURIEL
CIGAR

The Recognized Standard of Cigar Quality and the Recognized Standard of Cigar Value.

Muriel's pre-eminent popularity is due solely to Muriel's incomparable and unchangeable Quality.

P. LORILLARD COMPANY
119 West 40th Street, New York City.

SCHINASI BROS.
NATURAL
The *Original* Egyptian
CIGARETTE

Some Strike Literature

THE sort of literature that has been circulating in Tampe during the strike has bee npublished in various trade papers from time to time. We are just in receipt of a translation of a message sent out by the executive committee of the local Italian No. 464.

This is the type of labor now on strike and the kind which has prevailed upon the Federal Trade Commission to interfere in the struggle of the Tampa Cigar Manufacturers for their rights.

If the officials of the Federal Government are to be used for the protection of individuals and organizations who issue any such literature as the following, then, indeed, American business and American citizens have very little to expect in a cause of justice and right.

This latest bit of propaganda is in part as follows:

"It is now almost eight long months, since we, the laborers of the tobacco industry of Tampa, went on strike for recognition of collective personality and, at the same time, a continuance of the increases acquired during the world's war, and we proudly can say with frankness that the strikers have fought and are still fighting heroically; only a few unconscious of their duties having returned to work, in disregard of their companions.

"But these are nothing but outlaws among the laborers, the very scum of society, gangrenous-wounds, indeed. They are the assassins of their own children, of their own mothers, and of all humanity in general.

"And what is the duty of the strikers who have battled for eight months, towards this shameful behavior? To 'treat them with contempt,' and avoid them as a pestilence is the duty of every laborer who knows how to fight and to die in his trench, rather than succumb before the Vile Capitalism."

Note in the next paragraph the reference to "Our Flag," and also that it very apparently does not refer to the flag of our country.

"Let us not forget that these few disgraced people who have betrayed our Cause, must not make us lose our courage; for, our situation, in spite of these novel radicals, is powerful on account of the majority of the laborers that fight with us, and if our flag, the flag of re-vindication, which, as is logical and natural, will be acclaimed everywhere as the Symbol of Welfare and Justice."

Also note in the following paragraph the desire to stop "all malicious propaganda."

"Now that we are on strike, and we shall remain in it until the Manufacturers will accede to our just demands, let us therefore be united and compact, wherever we may be, and let us propagate and defend the interests of the strikers, and stop all malicious propaganda, and let our companions who may be pessimistic understand that Victory will be ours because we are on the right side, and we will triumph.

"He who has battled for eight long months, regardless of the squalid misery confronting him, is worthy of praise; and none who have been so long at our side, will refuse to continue at our side for a few more weeks, in which we are sure our fight will come to a Complete Victory.

"Therefore let us fight, fight up to Victory, until we will obtain our aim, and until we will compel our block-headed manufacturers to recognize our just demands.

"Hurrah for the Strike.

"Down with the Traitors."

"Executive Committee of the local Italian No. 464.

"Tampa, Fla., January 2nd, 1921."

This is but a mild sample of the literature that has been circulating among the working people of Tampa for the past nine months, and if the authors of such literature as this can go before the Federal Trade Commission or any court of justice and show "clean hands," then our understanding of the meaning of the word "clean" is greatly at fault.

CHARLES HORWITZ DEAD

Charles Horwitz, of the Horwitz Tobacco Company, leaf merchants at 136 Water Street, New York, died at his home in that city on February 8. He was forty-nine years old.

Mr. Horwitz originally entered the tobacco business as a salesman for prominent Baltimore firms. He established the Horwitz Tobacco Company, taking two of the sons into the company about five years ago.

The business will be continued by his sons in association with Melvin Kaufman, a brother-in-law.

Notes and Comment

The capital stock of O. H. Daily & Company, wholesale and retail cigars, at Kokomo, Ind., has been increased from $150,000 to $270,000.

The New Tenth Street Tobacco Warehouse has been incorporated at Louisville, Ky., with a capital stock of $25,000, by George E. Neel, Robert L. Neville and Frank G. Kline.

The Farmers' Leaf Tobacco Company has been organized at Henderson, N. C., with an authorized capital stock of $2,000,000. C. D. Riggan is president, R. J. Corbitt vice-president, C. M. Cooper, Jr., secretary, and S. T. Peace treasurer.

According to Consul Bickers, Puerto Plata, Dominican Republic, relief has been furnished the tobacco growers by the Government, which has decided to purchase all tobacco offered at 4 cents per pound in the rough, or from 3 to 5 cents per pound for the product, if graded, according to the quality. It is estimated that the Government will purchase about 20,000,000 pounds and will pay out about $800,000 in this section.

It has been found practically impossible to enforce the anti-cigarette law now on the statute books of the State of Tennessee. Judge Reynolds, in the Criminal Court of Chattanooga, denounced the law, declaring that it should be amended because it was contemptuously disregarded and made it more difficult to enforce other laws. Judge Reynolds would amend the statute so as to permit adults to smoke cigarettes but fix heavy penalties for sale to minors.

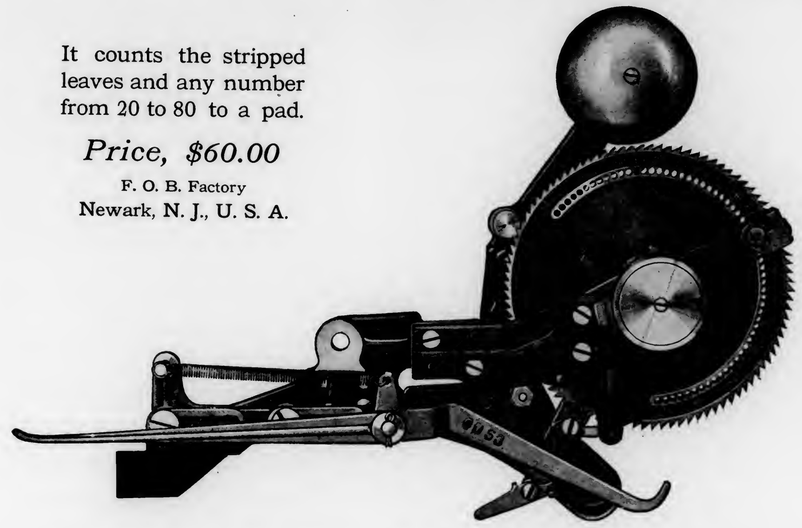
THE MODEL J

Universal Tobacco Leaf Counter

It counts the stripped leaves and any number from 20 to 80 to a pad.

Price, $60.00

F. O. B. Factory
Newark, N. J., U. S. A.



THE aim of the Universal Tobacco Machine Company is the production of time and labor saving machinery for the cigar manufacturing industry.

The model "M" Universal Tobacco Stripping and Booking Machine is in active use in 1500 large and small cigar factories in the United States and foreign countries. It has proven, beyond question, its merit as a production-increaser, labor-economizer and stock-saver.

The Universal Leaf Counter shown on this page represents an additional aid to the efficient operation of the modern cigar factory.

With tobacco at its present price, and labor cost running high, this mechanical device, which will accomplish work quicker and more accurately than by hand-methods is not only desirable, but actually demanded.

UNIVERSAL TOBACCO MACHINE CO.

116 West 32nd Street, New York
Factory: Newark, N. J., U. S. A.

UNIVERSAL TOBACCO MACHINE CO. OF CANADA, Ltd.
108 St. Nicholas Building . . . . . Montreal, Canada

FOREIGN SALES OFFICES: *Geneva, Switzerland—21 Rue de Montchoisy* *Madrid, Spain—Cisneros 7* *London, E. C. 2 England—19 Bishopsgate* *Manila, P. I.—Kneedler Bldg.*

TRADE NOTES AND NOTICES

The Standard Commercial Tobacco Company, Inc., has increased its capital stock from $7,000,000 to $23,650,000.

The Tobacco Salesmen's Association of America, Inc., will hold its annual reception and ball in the Palm Garden, New York, on Saturday evening, March 19.

The "La Farosa" Cigar Company has been incorporated by M. & S. Whitelaw and S. Ragloff, 16 East Fourth Street, New York City.

"The Modern Merchant and Grocery World," says that the poorest trade paper is probably worth many times its subscription price, but a good trade paper is indispensable.

Warehouse forces in Hartford, Conn., and vicinity have been materially reduced on account of the general refusal of growers to sell their 1920 tobacco at the prices offered.

The American Can Company reports net earnings for the year ending December 31, 1920, of $4,830,918, equal to $4.71 a share on the common stock, after the payment of preferred dividends.

The United States Match Book Corporation has been organized, with a capital of $10,000 in New York State, by N. Markowitz, M. Bolahan and M. Schechter, of 519 Sheppard Avenue, Brooklyn, N. Y.

The McCormick Cigar Corporation has been organized with a capital of $160,000, at Buffalo, N. Y., by E. Breilwieser, L. A. Weter and J. L. McCormick, all of Buffalo.

The Schaeffer Cigar Company, of Delaware, Ohio, has occupied new quarters in the old armory building on North Union Street, greatly increasing its manufacturing facilities.

The W H. Rothert Tobacco Company, of Evansville, Ind., has ben incorporated with a capital stock of $50,000, by W. H. Rothert, C. A. Kindeman and A. J. Goldhanden.

Henry G. Alces & Co., of New York, has been incorporated by J. G. Redinger and G. F. and H. C. Alces, 66 West Eighty-eight Street, New York City, with a capital of $20,000.

The Sullivan Tobacco Company, of Portland, Oregon, has ben incorporated under a Delaware charter with a capital of $100,000, by Richard Isaacs, James J. Sullivan and Daniel B. Sullivan, of Portland.

Tobacco company meetings will be held by the American Sumatra Tobacco Company February 16; Consolidate Cigar Corporation February 21; Geo. W. Helme Company March 7; Liggett & Myers Tobacco Company March 1.

The Wisconsin Farmers Tobacco Growers Association has elected C. O. Berg, of Stoughton, president; O. M. Olson, of Stoughton, vice-president; John McComb, of Stoughton, secretary, and Lars Lein, Jr., of Edgerton, treasurer.

In the London City Council a resolution was introduced to allow smoking by students and teachers in evening high schools. It looks as though England is going to be the "land of the free" and the United States of America the home of the nut.

The people of Kansas, who will stand for almost anything, got tired of a pestiferous professional anti-tobacco fiend and cut off her wages, and she is said to have gone to Missouri, where the cob pipers will bite her if they catch her.

Robert M. Flesher, secretary of the "Tolosa" Cigar Company, of New York, has resigned that position to become a member of the firm of Fernandez, La Rosa & Company, manufacturers of clear Havana cigars, at 7204 Fifth Avenue, Brooklyn, N. Y.

Situation: Burglar caught red-handed, arraigned in court—Woman: "The sorce o' the feller! 'E pretended to be my 'usband and called out, "It's all right, darlin'—it's only me." It was the word "darlin'" wot give 'im away.—"Punch" (London).

The president of the Dark Tobacco Planters' Protective Association states very truly that there is no world's surplus of dark tobacco, but he fails to mention that there is a very big world's surplus of almost worthles paper money, especially in countries which would take our dark tobacco in normal times.

The Federal Trade Commission has ordered two Japanese firms in New York to cease and desist from the importation, sale and distribution of matches manufactured in Japan, with labels and inscriptions on the containers imitating or suggestive of Swedish origin or manufacture.

The Richmond-made Products Exposition will be held in Gray's Armory, Richmond, Va., during the week of February 21. Among the tobacco firms represented will be Larus & Brothers Company, P. Lorillard Company, Liggett & Myers Tobacco Company, American Tobacco Company, Cardwell Machine Company and American Can Company.

At Your Service!

In view of the great increase in sales of Manila cigars in the United States, the Philippine Government has appointed Mr. David F. Morris, Philippine Tobacco Agent, to assist Mr. Charles A. Bond in carrying out the provisions of the Tobacco Inspection Law.

Either Mr. Bond or Mr. Morris is ready at all times to respond to a call of an importer of Manila Cigars when the condition of merchandise is in question.

THE PHILIPPINE GOVERNMENT GUARANTEE WILL BE MAINTAINED.

Detailed information and blank forms may be had on application to

CHARLES A. BOND

Tobacco Agent for the Philippine Government.

172 Front Street - New York

Phone John 1428

TOPIC
HAVANA CIGARS
10c. Straight, 13c., 2 for 25c
15c. Straight

The first choice among business men and after-dinner smokers, has met with wonderful success wherever placed : : :

Bobrow Brothers
Manufacturers
Philadelphia, Penna.
Makers of the famous "BOLD" cigar

A "Gilt-Edge"
Trade Winner
MAPACUBA

Your critical customers will come back for Mapacuba. Six very choice shapes at popular prices. Link up with Mapacuba popularity and Mapacuba advertising.

BAYUK BROS., INC.
Originators of the
BAYUK INIMITABLE BLEND and
BAYUK INCOMPARABLE BRANDS
Philadelphia

Leaf Market Jottings

(*Continued from Page 10*)

Maysville reports sales of about two million pounds at an average of $16.48.

Danville, Ky., has the best reports of any of the markets, averages of individual warehouse sales being $40.64, $35.55 and $35.14; 100-pound basket at $61; about 400 pounds at $58, and about 8000 pounds at $32.

Official quotations of the Louisville Leaf Tobacco Exchange are in part as follows, higher prices only being quoted: 1919 crop, dark red. trash, $7; lugs, $10, $16 and $22. Leaf, common, $12 and $15; medium and good, $25 and $35; fine, $45.

Nineteen hundred and nineteen crop, bright red, trash, $10; lugs, $14, $17 and $25. Common leaf, $20 and $22; medium and good, $28 and $42; fine, $60.

Nineteen hundred and nineteen crop, colory, trash, $12; lugs, $17, $24 and $40. Leaf, common, $22 and $28; medium and good, $35 and $45; fine, $65.

Nineteen hundred and twenty crop, dark red, trash, $4; lugs, $6, $8 and $11. Common leaf, $6 and $8; medium and good, $11 and $25; fine, $35.

Nineteen hundred and twenty crop, bright red, trash, $5; lugs, $8, $9 and $12. Common leaf, $8 and $9; medium and good, $20 and $30; fine, $36.

Nineteen hundred and twenty crop, colory, trash, $8; lugs, $10, $12 and $16. Common leaf, $10 and $12; medium and good, $25 and $40; fine, $40 and $55.

The 1919 dark crop leaf ranges from $9.50 for common short to $20 for good, and $25 for fine. The 1920 dark crop leaf ranges from $7 for common short to $13 for good, and $16 for fine.

MANUFACTURE OF CIGARETTES IN EGYPT

It is reported that there is at present a very limited market in Egypt for cigarette-making machinery, due primarily to the increase in price of cigarettes and the resulting increase among the poorer classes in the use of cut tobacco rather than of manufactured cigarettes. The estimated monthly consumption of cigarettes in Egypt is 300,000,000 and of cut tobacco about 65,000 pounds. Egyptian manufacturers are supplied with machines of modern design. At the present time a number of the factories are running on short-hour schedule. Of about eighty machines installed about sixty are of American manufacture, five of German manufacture and the remainder apparently of European manufacture.

TOBACCO INDUSTRY AT SWATOW, CHINA

The tobacco industry, which has been on the decline for some years, was still further depressed during the year on account of the high silver exchange, which prevented export of the leaf to Formosa in the usual quantities and also decreased the export of prepared tobacco for Chinese use overseas.

Investigation is now being made as to the possibility of introducing Virginia togacco production in this district by the use of American seed and foreign technical advice. A good quality Virginia leaf is being raised in other parts of China, notably Shantung, for local manufacture, and there seems to be every reason to believe that the industry could be established in the tobacco region of this district with satisfactory results.

Corrugated Fibre Shipping Cases
GUARANTEED TO MEET ALL REQUIREMENTS FOR
Freight, Express or Parcel Post

Cheaper Than Wood.

More Quickly Packed.

Take Up Less Space.

Save in Freight and Express Charges.

F. LOZANO, SON & CO.
MANUFACTURERS OF
HAVANA CIGARS
BRANDS
F. LOZANO
FLOR DE LOZANO
FLOR DE LOZANO CLUB
CONCHA FINA
CONCHA Y VICLO
FACTORY AND OFFICE
TAMPA, FLA.
CABLE, VICLO
TELEPHONE 1283
NEW YORK OFFICE
332 Fifth Ave.
CABLE, DAKOTA
TELEPHONE MURRAY HILL 7788
ORDERS ARE ACCEPTED CONTINGENT UPON LABOR TROUBLES OR OTHER CAUSES BEYOND OUR CONTROL

TAMPA, FLA. Nov. 17, 1920.

Mr. Edward E. Scharff, President,
Scharff-Koken Manufacturing Co.,
Second and Tyler Streets,
St. Louis, Mo.

Dear Sir:

We are pleased to advise you that the lot of corrugated fibre shipping cases recently purchased from you were delivered to us promptly and in good order.

The fibre cases have proven very serviceable and much time is saved in our shipping department by their use. We have not had a single complaint from our customers about breakage or pilfering in transit. This is doubtless due to the compact and well protected package secured by the use of the fibre cases and the improved method of sealing to which the cases are so readily adapted.

You may rest assured that when our supply of containers needs replenishing we will promptly communicate with you.

Very truly yours,

HSF-A

F. LOZANO, SON & CO
Treasurer.

Are Sealed to Meet Railroad and Express Regulations.

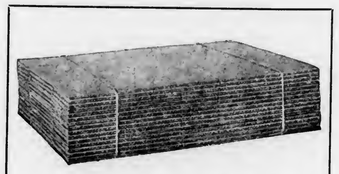
Less Danger of Stealage.

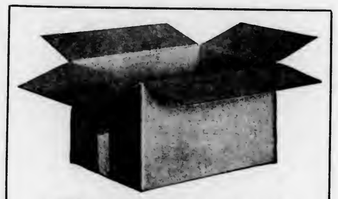
Full Instructions Furnished.

"A Dollar Saved is a Dollar Made"

Write us, stating dimensions—weight of contents—and whether used for Freight, Express or Parcel Post. We will make you very low prices and submit samples to suit your requirements.

There has been a very heavy decline in the market from last year's high prices, and it will pay you to investigate.


CORRUGATED BOXES REACH YOU IN FLAT BUNDLES, LIKE THIS


THEY ARE QUICKLY AND EASILY SET UP, LIKE THIS

SCHARFF-KOKEN MANUFACTURING CO.
ST. LOUIS, MO.

Life
Cigarettes
They'll hit you right
Because our aim has been to make them with, of the famous Burley Blend, and seasoned with Chocolate
FRAGRANT—DELICIOUS
Life
CIGARETTES
EXCLUSIVE PROCESS
.... UNION MADE ....
Patterson Bros. Tobacco Co., Tr.
RICHMOND, VIRGINIA
IF YOUR DEALER DOES NOT HANDLE THEM, WRITE US

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
122 Second Avenue New York City

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged
1871 GATO 1871
Write for Open Territory
Factory: Key West, Fla.
New York Office: 203 W. Broadway

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

WHAT INSURANCE SHOULD A TOBACCONIST CARRY

By Clarence T. Hubbard.

WHEN a tobacconist strives with all energy, salesmanship and opportunity to *increase* his profit and then through the means of some business interruption such as a fire or burglary, loses this financial gain he can be said to be "gaining in the spigot but losing in the bunghole." The tobacco and cigar man anxious to legitimately make all the money possible that his business will permit should not only give attention to increased sales but also to the guarding of all hazards whereby profits might be diminished. Through the agency of insurance it is now possible to close in advance all such leaks.

Just how much insurance a tobacconist should carry is, of course, a matter of calculation as to how much his income will warrant. Strictly speaking the tobacco man should carry as much needed insurance as is consistently possible. Every tobacconist should consider fire insurance on his stock, general liability insurance, burglary insurance and plate glass protection. These four forms of insurance are almost essential to the tobacconist.

General liability insurance includes public liability protection. Under a policy of this kind the tobacconist guards himself against loss of profits and resources which might have to be paid a customer through accident happening to the customer in slipping, falling or getting injured in any way while in the premises of the store. Inasmuch as law suits are today started at the slightest provocation, the reason of having such protection is very apparent.

Fire insurance on the store and merchandise carried is, of course, equally as essential providing the tobacco dealer carries a stock which is inventoried at an investment which would represent a sum too uncomfortable to replace from surplus funds. A very few tobacco dealers own their own buildings, the hazard of fire is ever present and the value of this type of insurance is readily seen. The tobacconist should also carry burglary insurance, for the average tobacco and cigar man finds it necessary to accommodate trade by keeping open evenings.

This generally results in a certain amount of money being kept in the store safe until the next day, when it can be banked. With robberies and store thefts constantly on the increase, the worth-whileness of protection in this direction can easily be realized. The form of burglary insurance most popular with tobacco dealers is a safe and mercantile policy, which protects not only the contents of the safe, but all damage to the safe itself and the premises, which a thief might cause in his methods. Such a policy can also be written to cover not only all loss of money but also loss of uncancelled postage stamps and such merchandise as might be in the safe. The premiums for burglary insurance are not expensive, although the minimum premium for which such a policy will be written is $5.50. However, for a very few pennies a day a tobacconist can secure burglary insurance protection that will guarantee the loss of profits or income in this direction.

As nearly every tobacconist has a large plate glass or two which is constantly exposed to the danger of storms, flying missiles falling signs, explosions, building settlements as well as the contraction of surrounding material caused by warm weather and the expansion brought about by hot weather, the good business of carrying protection against financial loss which might be caused by window breakage can easily be reasoned. Especially so at the present time when the price of plate glass is so high and difficult to obtain. Insurance companies writing this form of insurance agree to indemnify a merchant at the market price of the plate glass. A clause in this form of insurance which is worth while for the tobacconist to remember is in the provision of all policies now written to the effect that all plates of one hundred feet square, in the event of breakage, be replaced in two panes, for which a discount of 25 per cent. on the premium is allowed.

In addition there are other coverages which can be well recommended for the tobacconist whose income will permit the carrying of same. Among these is found fidelity bonds, which the tobacconist can have an insurance company write to protect him against theft on the part of any employees or salesmen. By having his salesmen bonded for a certain sum he can further guard against the loss of any money in the knowledge that the insurance company will reimburse him for all funds up to the amount insured which the salesman might misappropriate.

The tobacconist himself should, of course, carry life insurance, also personal accident insurance. The value of personal accident insurance to the tobacconist is demonstrated in the loss of income which might result should the tobacconist be temporarily laid up by means of some mishap or sickness. Especially is this true of the proprietor maintaining a one-man store.

Still another form of insurance which some retail merchants adopt, either temporarily or permanently, is in the insurance coverage being written by insurance companies under the title of civil commotion and riot insurance. This form of financial protection returns to the merchant all financial loss which he may suffer by means of a riot, the outcome of a strike or some similar uprising.

Parcels post and registered mail insurance are two other forms of profit protection which the tobacconist can apply should his business require the mailing of any goods to customers living at distances. Both of these forms of insurance are very reasonable, and are issued by the insurance companies in the form of open policies.

By this it is meant that the tobacconist is furnished with a book of coupons, for which there is no charge. Upon mailing a package which he desires insured the coupon is filled in with the proper value, one portion of it mailed to the insurance company and another retained by the tobacconist, the proper shipping number being filled in at the post office.

There is still another form of insurance which is now being written and at the present time tobacconists' attention can be drawn merely as a matter of information, though it is not likely that the average tobacco man does enough credit business to consider this coverage. It is in the form of credit insurance, which protects a merchant against all loss by means of granting credit. Any tobacconist can obtain full information regarding this form by writing any insurance company, although the fact that most retail tobacco selling is on a cash basis will probably make this unnecessary.

The retail tobacco dealer should look upon insurance not as a gamble, but as a business proposition, the cost of which should be rightfully included in his expense of doing business. Insurance should not be looked upon as something to merely have handy in case of an accident or unexpected business happening, but rather as a protection service to be applied in minimizing the hazards of losing income, resources and profit.

Most Value *Most Quality*
LA AZORA
MOZART
LOVERA
HARVESTER
CASTELLANOS
EL SIDELO
DUTCHMASTERS
NEW BACHELOR
ADLON
"44"
CONSOLIDATED CIGAR CORPORATION
NEW YORK CITY

MADE IN BOND
FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In
CHARLES THE GREAT CIGARS
A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER
SALVADOR RODRIGUEZ
TAMPA NEW YORK HABANA

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made fo every ten (10) additional titles necessarily reported.
made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

SILVER WOLF:—41,982. For tobacco only. January 15, 1921. Paul Kish, Detroit, Mich.

SOL DUC:—41,986. For cigars. September 18, 1917. Croger Cigar Co., Minneapolis, Minn.

PALMA PLAZA:—41,987. For all tobacco products. January 20, 1921. American Litho. Co., New York City.

ORLIK DUGOUT:—41,989. For briar wood pipes. January 27, 1921. Alfred Orlik, New York City.

EL MERITO:—41,991. For cigars. October 13, 1920. Varro Cigar Co., Newark, N. J. Trade-mark claimed to have been in actual continuous use for more than thirty years when it was adopted by Boltz-Clymer Cigar Co., Philadelphia, Pa., from whom by several transfers title was derived by Block-Goldberg Co., and re-transferred to the registrant on April 4, 1919.

VARRO:—41,992. For cigars. October 13, 1920. Varro Cigar Co., Newark, N. J. Title to this trade-mark claimed to have been acquired by the registrant by a transfer from Block-Goldberg & Co. on April 14, 1918.

LA VARRO:—41,993. For cigars. October 13, 1920. Varro Cigar Co., Newark, N. J. Title to this trade-mark claimed to have been acquired by the registrant by a transfer from Block-Goldberg & Co., on April 14, 1918.

LA SOLA:—41,994. For cigars. October 13, 1920. Varro Cigar Co., Newark, N. J. Title to this trade-mark claimed to have been acquired by the registrant by a transfer from Block-Goldberg & Co., on April 14, 1919.

LA SPARTANA:—41,995. For cigars. October 13, 1920. Varro Cigar Co., Newark, N. J. Title to this trade-mark claimed to have been acquired by the registrant by a transfer from Block-Goldberg & Co. on April 4, 1919.

LORD BENSTON:—41,996. For cigars, cigarettes and cheroots. February 2, 1921. Bernhard Stone, San Francisco, Cal.

TRANSFERS

FLOR DE VALENTINE:—18,708 (Tobacco World). For cigars, cigarettes, cheroots, stogies and tobacco. Registered October 2, 1909, by A. S. Valentine & Son, Philadelphia, Pa. By various transfers acquired by Consolidated Cigar Corporation, and re-transferred to A. S. Valentine & Son, Womelsdorf, Pa.

JUDGE BEST:—26,913 (Tobacco Journal); **26,839** (Trade-Mark Record), and **23,380** (Tobacco Leaf). For cigars, cigarettes and tobacco. Registered May 27, 1902, May 13, 1902, and May 23, 1902, by A. S. Valentine & Son, Womelsdorf, Pa., and American Litho. Co., New York City, and American Litho. Co., New York City, respectively. By various transfers acquired by Consolidated Cigar Corporation, and re-transferred to A. S. Valentine & Son, Womelsdorf,Pa.

1848:—20,815 (Tobacco World). For cigars, cigarettes, stogies and tobacco. Registered September 13, 1910, by A . S. Valentine & Son, Philadelphia, Pa. By various transfers acquired by Consolidated Cigar Corporation, and re-transferred to A. S. Valentine & Son, Womelsdorf, Pa.

ARGO CLUB:—30,292 (Tobacco Leaf); **30,661** (Tobacco Journal), and **31,352** (Trade-Mark Record). For cigars cigarettes, cheroots and tobacco. Registered September 16, 1905, September 6, 1905, and September 11, 1905, respectively, by A. S. Valentine & Son, Philadelphia, Pa. By various transfers acquired by Consolidated Cigar Corporation, and re-transferred to A. S. Valentine & Son, Womelsdorf, Pa.

LA INTIMIDAD:—43,052 (Patent Office). For cigars. Registered July 26, 1904, by Antonio Caruncho, Havana, Cuba. Transferred to Cifuentes, Pego y Compania, Havana, Cuba, July 31, 1920.

LA TOCO:—25,789 (Trade-Mark Record). For cigars, cigarettes, and tobacco; **115,690** (Patent Office), for cigars. Registered November 29, 1901, and February 27, 1917, by American Litho. Co., New York City, and Theobald & Oppenheimer Co., Philadelphia, Pa., and New York City, respectively. By various transfers acquired by General Cigar Co., New York City, and re-transferred to Atonio Lavattiate, Tampa, Fla., December 1, 1920.

LA ZELIA:—21,034 (Tobacco Leaf), and **24,483** (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered April 20, 1901, and April 27, 1901, respectively, by American Litho. Co., New York City. By various transfers acquired by Jose Franquiz, Tampa, Fla., and re-transferred to Antonio M. Perez, Tampa, Fla., December 20, 1920.

PAUL MARCOY:—37,530 (United Registration Bureau). For cigars, cigarettes and tobacco. Registered June 15, 1912, by Geo. Schlegel, New York City. Transferred to Chicago Box Co., Chicago, Ill., March 18, 1920.

CELLO:—15,516 (Tobacco World). For cigars, cigarettes, cheroots, stogies, tobacco. February 29, 1908. A. F. Muehlhauser, Quakertown, Pa. Transferred to J. B. Crouthamel, Quakertown, Pa. on January 25, 1921.

INGERSOLL'S TRIBUTE TO TOBACCO

These leaves make friends and celebrate with gentle rites the vows of peace. They have given consolation to the world. They are the companions of the lonely, the friends of the imprisoned, of the exile, of workers in mines, of fellers in forests, of sailors on the deep sea. They are givers of strength and calm to the vexed and wearied minds of those who build with thought and brain the temples of the soul. They tell of hope and rest. They smooth the wrinkled brows of care; drive fear and strange misshapen dreads from out the mind, and fill the heart with rest and peace. Within their magic warp and woof some potent, gracious spell imprisoned lies, that, when released by fire, doth softly steal within the fortress of the brain and bind in sleep the captured sentinels of care and grief. These leaves are the friends of the fireside, and their smoke incense rises from myriads of happy homes. Cuba is the smile of the sea.

Parmenter Wax-Lined Coupon Cigar Pockets

AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE

¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known

Racine Paper Goods Company

Sole Owners and Manufacturers

RACINE, WIS., - - - - U. S. A.

E. Rosenwald & Bro.

145 WATER STREET - - - NEW YORK

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.

BRANCH

INTERNATIONAL PLANTERS CORPORATION

280 BROADWAY : : : NEW YORK, N. Y.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

THE MOEHLE LITHOGRAPHIC CO.

CLARENDON ROAD & EAST 37TH STREET BROOKLYN, N.Y.

HIGH GRADE CIGAR LABELS AND BANDS

170 WEST RANDOLPH ST., CHICAGO, ILL.

723 BRYANT STREET, SAN FRANCISCO, CAL.

Heywood, Strasser & Voigt Litho. Co.

26th St. and 9th Ave., New York

Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J.A VOICE, SECY. & GEN'L. MANAGER

PASBACH - VOICE

LITHOGRAPHING CO. INC.

ART LITHOGRAPHERS

GRAND STREET AND MORGAN AVENUE

BROOKLYN, N. Y.

CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY

CIGAR LABELS BANDS

American Box Supply Co.

383 Monroe Avenue Detroit, Mich.

Exclusive Selling Agents For

THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS BANDS AND ADVERTISING

American Lithographic Co.

NEW YORK

High Grade Cigar Labels

WE have just purchased the entire stock of the exceptionally fine line of Labels formerly lithographed and carried by Louis E. Neumann & Co. This complete line, together with our own and those formerly made by Krueger & Braun, is now being offered at exceptionally low prices to close them out. Editions run from 2000 sets upwards. **Good opportunity to obtain a private label in small lots.**

SAMPLES FURNISHED ON APPLICATION

Wm. Steiner Sons & Co.

257 to 265 West 17th St. New York City

GEO. SCHLEGEL

22nd St. and Second Ave., NEW YORK

MANUFACTURER OF ALL KINDS OF

CIGAR BOX LABELS AND TRIMMINGS.

CHICAGO, 105 WEST MONROE STREET, LOUIS G. CAVA, Mgr.

SHADEGROWN

Connecticut, Florida

and

Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

131-133 Water St., New York City

VOLUME 41 NO. 5

The TOBACCO WORLD

MARCH 1, 1921

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The Wolverine Bunch Breaker

(A Little Machine That Does Big Things)

Will do single binder work with the most tender binders, thereby saving 35% to 50% of the binder cost.

Some manufacturers claim a saving of ONE AND ONE HALF POUNDS OF DRY BINDERS (not stripped booked stock) on a thousand bunches, with a high grade Wisconsin binder. On a more tender binder the saving is greater.

Increases production more than 40%.

Price $25.00 (Not sold with Bunch Breaker's Table)

SOME OF THE SATISFIED USERS

Deisel-Wemmer Co., Lima, Ohio
Ohio Branches 616 Machines
Rauch Cigar Co., Indianapolis, Ind.
Indiana Branches 70 Machines
Winner Cigar Co., Chicago, Ill.
Michigan and Indiana Branches 45 Machines
Mi Lola Cigar Co., Milwaukee
Wisconsin Branches 32 Machines
General Cigar Co., New York, N. Y.
New Jersey Branches 22 Machines

Shipped on 30 Days' Free Trial By Prepaid Express

If Not Entirely Satisfactory Can Be Returned AT OUR EXPENSE

Write for One Today

PULTE-KORRECK MACHINE CO.

(Formerly)

West Michigan Machine & Tool Co.

Grand Rapids -:- -:- -:- Michigan

Corrugated Fibre Shipping Cases

GUARANTEED TO MEET ALL REQUIREMENTS FOR

Freight, Express or Parcel Post

Cheaper Than Wood.

More Quickly Packed.

Take Up Less Space.

Save in Freight and Express Charges.

F. LOZANO, SON & CO.
MANUFACTURERS OF
HAVANA CIGARS

TAMPA, FLA., Nov. 17, 1920.

Mr. Edward H. Scharff, President,
Scharff-Koken Manufacturing Co.,
Second and Ayler Streets,
St. Louis, Mo.

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You may rest assured that when our supply of containers needs replenishing we will promptly communicate with you.

Very truly yours,

HSF-A

F. LOZANO, SON & CO

Treasurer.

Are Sealed to Meet Railroad and Express Regulations.

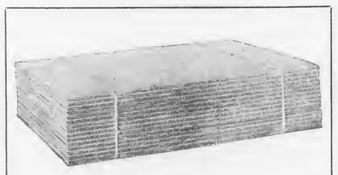
Less Danger of Stealage.

Full Instructions Furnished.

"A Dollar Saved is a Dollar Made"

Write us, stating dimensions—weight of contents—and whether used for Freight, Express or Parcel Post. We will make you very low prices and submit samples to suit your requirements.

There has been a very heavy decline in the market from last year's high prices, and it will pay you to investigate.



CORRUGATED BOXES REACH YOU IN FLAT BUNDLES, LIKE THIS

THEY ARE QUICKLY AND EASILY SET UP, LIKE THIS

SCHARFF-KOKEN MANUFACTURING CO.
ST. LOUIS, MO.

Don't let YOUR customers write for this book!

EVERY day thousands of people take the time to write to us for "The Official Rules of Card Games." For every one who writes from your town, there are a hundred who would buy the book if it were for sale in your store.

All you have to do is to show it in your window and in your showcase alongside a few packs of Bicycle and Congress Playing Cards. People will ask for it. Almost everybody who buys a pack of cards will buy the book also, at a good profit to you.

Order two or three dozen copies from your jobber. He has the books in stock or can get them from us promptly.

The U. S. Playing Card Co.
Dept. 6,
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The Tobacco World

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Volume 41

THE TOBACCO WORLD

Established 1881

Number 5

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, MARCH 1, 1921 Foreign $3.50

EDITORIAL COMMENT

REPORTS from Tampa indicate that the industry there is rapidly recovering from the effects of the strike and that most of the cigar manufacturers there are able to give prompt attention to all orders. This should be good news for the retail and jobbing trade, which has suffered during the past months due to the shortage of many well-known Tampa brands.

The trade can well afford to remember the Tampa firms which suffered through the long struggle, and no doubt due recognition of their efforts will be given.

Indications are that Tampa as a cigar manufacturing center will emerge from the strike stronger than ever.

No small amount of recognition is due the manufacturers for the determined effort they have made to establish the principle of the "open shop" and which has brought about the Americanization of some departments of the factories.

It is some satisfaction to the trade to know that the cigars now coming from Tampa are packed, to a large extent, by American packers who have stood by the manufacturers throughout the struggle.

The manufacturers have fought to establish permanently the right of all skilled workmen to employment regardless of their affiliations. This stand brought into the factories many Americans who previously could not obtain employment in Tampa.

The trade which has closely followed the struggle in Tampa, will watch future events with jealous interest, and the cigar manufacturers will doubtless make no move except that it be to strengthen their policy of the "open shop."

The Americans now employed in Tampa have been assured permanent employment in that city, and the cigar manufacturers who have attained success only through the loyalty of these Americans will certainly be jealous of any act which would tend to depreciate the value of the services already rendered by them.

While the Americanization of the Tampa factories is not yet thoroughly completed, there is every reason to believe that there will be no receding from the stand the manufacturers have taken on this point.

FADS come and go but the tin can seems to hold fairly well as a container for cigars. The merits of the tin can and the wooden box are frequently discussed and there is much to be said on both sides.

However, from the standpoint of the retailer, and the manufacturer, too, there is much to be said in favor of the wooden box. In fact, in the clear cedar package nature seems to have amply provided for the ideal package for the good cigar.

The tin can, however, makes an appeal to certain classes of consumers, both in the cheaper and more expensive lines, and when they are purchasers of quantities of twenty-five or fifty at a time the package makes little difference so long as the purchaser is familiar wth the brand and satisfied.

However, both the manufacturer and the retailer, if they are progressive business men, want to extend their business. And in order to do this they must display their products. And when it comes to creating new trade, nothing shows the cigar off to better advantage than a quality wooden box.

The merchant who is seeking new trade will not display his brands in tins. They are all right for the shelf, but display of a product is essential to attract attention and increase sales. Further, it is working along the lines of least resistance.

In our travels we occasionally find a retailer who has a case almost entirely filled with open tin cans. The purchaser can see nothing but the head of the cigars, even the label is partly or entirely concealed. In such stores business is never as brisk as in the places where the open boxes with their evenly matched "tops" and label prominently displayed, are in evidence.

From a merchandising standpoint the wooden box is the logical package for counter, window and showcase display. We believe the progressive manufacturer and merchant will be prompt to recognize this fact.

And at the this time both the manufacturer and retailer should give every possible impetus to creating new trade and increasing the daily sales.

A concrete example is to be found in the cigar department of a club we recently visited.

Six months ago they had two cases for display, one filled with cans and one with boxes. They took out the cans and added two more cases, giving them four cases in all. These four cases they filled with cigars packed in wooden boxes.

The manager stated recently that by increasing the display the sales at the club have picked up about 150 per cent.

Business Building

By a trained Business Man and Advertiser

Written especially for

THE TOBACCO WORLD

by A.E.P.

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HOW will business be the coming months? That is a question which every business man asks a hundred times a day. He would like to know so he can lay his plans.

A good business prophet today could make oodles of money going from store to store and selling his knowledge at a price. Everybody would buy.

I'm no prophet—nor even the son of a prophet—and therefore my prognostications are worth no more than leather money. But I was talking to the president of one of the biggest establishments in the city the other day, and he gave me the opinion of their executives, which strikes me as the most sane, sensible and probably correct forecast of the hundreds of views I have heard from others.

He believes that the bottom of business troubles and depressions was struck some time ago, and that the country is climbing the business hill of prosperity. But he says the progress will be slow, oh, very slow. He don't look for business to start off with a whoop, as so many are predicting, like a lazy horse that suddenly feels his master's angry whip.

It will even stop at times, scared, ready to backtrack if it hears a strange noise. But it is on the right track, and is getting there, slowly.

This is a sensible view. It heartens us. Let us lay our plans. Cautions us to go ahead slowly, but play safe, and strive to get our share of the slowly increasing prosperity which is unfolding.

LET us reason together, for reasoning always does us good. There are many good things in our lives, but almost every one of them is abused. There is eating, for instance. The doctors tell us that almost every person abuses the eating habit. Some eat too frequently, some eat what disagrees with them and most all of us eat more than we should. Immense suffering and expense are thus incurred. But shall we all give up eating, because of the abuse?

Then there is clothing. It is mightily abused. some dress too warm, some dress too cold. Some cause the wise to weep because of the foolishness of their attire. Shall we give up all clothing, because it is abused?

Why, even take the subject of wives. Some of them spend our money unwisely; some do things which we wish they would not, and some prevent us from doing many things we would like to do. There is no doubt but what many wives abuse their privileges, but shall we therefore do without wives?

Then there is tobacco. Some people abuse tobacco outrageously. They smoke to excess and get the smoker's heart. They smoke where they should not, and thus offend many people. They are careless with matches and cause fire losses. But shall we prohibit the use of tobacco because of the abuse which some practice?

As a man of moderation in all things, including the use of tobacco, I would seriously object if any one should attempt to deprive me of the use of eating, of wearing clothes, of having a wife and of smoking my mild cigar.

BEFORE me lies a beautiful little house magazine issued by a Baltimore printer. He is after business, and his little magazine contains several thoughts which will help any man, including cigar dealers, to get business increasingly.

His booklet is called "The Pridemark." And he says they try to live up to the word. Please pronounce that word two or three times and see if it don't exert quite an effect on your mind.

Why, man, you can shut your eyes, and almost see that printer, and almost see his establishment, and almost see the work he turns out. Everything first class—the man is well dressed, bright, alert, courteous, clean cut, gentlemanly. The machinery is modern, up to the times, neat and clean. The workmen show by their faces that they are skilled and reliable.

And as he shows you some of the beautiful work he turns out you see it is fine as silk, and you note he is proud of it as a boy of his first pair of pants.

Pride—proper pride—is one of the greatest forces in the world. It works miracles. Turns common folk into supermen. Makes them wonderful business builders.

Hey, boy! Page some ambitious cigar dealer or his clerk. Read the above to him. Read it twice, slowly. Tell him to develop PRIDE IN HIS DAILY WORK, and see what it will do for him.

THERE drifts to this desk many private publications issued by big business institutions. They are mighty interesting reading, and I will tell you why.

It is because they reveal the fact that the things of overwhelming importance are not the huge buildings; the mighty engines with their irresistible throb; or the marvelous machines, capable of doing such perfect work that they seem almost endowed with intelligence.

It is not these things that rank first in importance. It is the men. The men behind the machines.

Without the men—loyal, skillful, energetic and industrious men—these wonderful factories and great business establishments would be as useless as an ash pile in the cellar.

So, too, you cannot repeat it too often, that it is the men—the boss and his clerk—in the retail store who make the business. It isn't the store, or the goods, or the location. It is the men.

Scientists are lost in amazement when they contemplate the wonders of a man. Every man has a mind which can be developed until it is a miracle, and can literally move mountains. You are only using one-fifth of your powers, Friend Dealer. If you will but awaken, and get the thirst for business knowledge, and the urge of ambition, and develop those marvelous powers which are sleeping under your hat, you will enter a new world—a world of growth, of success, of plenty, of wealth and of honor.

I salute you, oh, man, for the great powers which sleep in you; and I would awake them that you may multiply your usefulness to the world.

THE fates seem to have spilled a whole lot of problems on the world these days. The woods are literally full of the hardest kind of problems which must be solved, and solved wisely. There are so many facing the Government that I would turn down the job of President if it were handed me.

Every business man is carrying around a dozen problems, every one such a hard nut to crack that it would knock out a trip hammer.

According to the papers the feminine portion of our citizenry are wrestling with a problem which is mighty interesting to us cigar people.

The question seems to be whether ladies shall adopt the custom of using pipes when they desire to woo the pleasures of the seductive weed.

The question rages violently in England, it is said, and now it has jumped the ocean and is confronting the fair ones of our land.

Some oppose it vigorously. Some favor it aggressively.

Of course this pretty little by-play is fought behind the smoke screen of privacy; for femininity does not hob-nob with Lady Nicotine in public. The soothing fragrance of the weed is sought in the seclusion of her boudoir. How general is the practice of women smoking, whether they prefer the cigarette, the cigar or the embellished pipe, and what the future has in store for the whole subject is beyond my pen. But it is one of the interesting little plays of life whatever be the outcome.

A special meeting of the stockholders of the Porto-Rico-American Tobacco Company has been called for March 10, to consider the increase of the capital stock from $5,000,000 to $10,000,000.

MANUFACTURE OF CHEWING TOBACCO IN MISSOURI

By A. T. Edmonston

MISSOURI leads the world in the production of plug chewing and twist tobaccos, according to facts and figures dealing with that industry promulgated today by Commissioner Willim H. Lewis of the Bureau of Labor Statistics. The 1919 output of plug and other forms of manufactured tobacco, chiefly from the city of St. Louis, totaled 64,693,290 pounds, which had a total value of $43,556,159. There was paid into the United States Treasury that year by Missouri tobacco manufacturers a total of $11,064,152 for stamps.

Plug chewing tobacco is the principal manufactured tobacco product, for 58,972,722 of the 64,693,290 pounds were in that form. Other ingredients included in this total include 13,032,709 pounds of licorice, 8,427,996 pounds of sugar and 4,454,248 pounds of miscellaneous material.

The value of material and supplies used in manufacturing tobacco for chewing purposes in 1919 was $26,548,052, while $2,436,946 was paid out in wages to persons employed in the factories. Virtually all of the product is manufactured in St. Louis, where 13 of the 35 factories in the State are located. These 13 factories in 1919, employed 1824 men and 1481 women, while the 22 factories in other cities employed only 99 men and 147 women.

The value of the product has increased since 1917 from $37,586,626 to $43,556,159, while the number of persons employed in the industry has decreased from 3628 in 1917 to 3551 in 1919. Capital invested in the industry in the State totals $9,238,827, of which all but $57,382 is in St. Louis.

Missouri is not a contender for honors in the manufacture of smoking tobaccos as only 1,764,393 pounds were produced in 1919, which is below the records of several other States, especially North Carolina.

Most of the tobacco used in the manufactured product is imported into Missouri from Virginia, Kentucky and the Carolinas. The tobacco grown in Missouri in 1920, the last year for which figures are available, weighed 3,500,000 pounds and had a total farm value at 36 cents per pound of $1,260,000. The most ever grown in the State in any recent year was in 1912, when slightly more than 6,000,000 pounds were raised.

JACOB LAMPERT DEAD

Jacob Lampert died at his home in St. Louis on February 26, aged sixty-five years.

Mr. Lampert was born in London, England. His parents were from Holland. He was brought to America in infancy and was educated in Detroit, where he learned the cigar trade. He removed to St. Louis in 1877, where he worked as a cigarmaker until 1884, when he entered business for himself. He was very successful and prominent in business, past Grand Master of Missouri Freemasons and a member of many clubs.

The annual meeting of the stockholders of General Cigar Company will be held on March 3, at 11 A. M., at the office of the company, 119 West 40th Street, New York City.

LEAF MARKET JOTTINGS

IN Lancaster County there has been no let-up in the activity of buyers, who have been busy in spite of snow and slush and bad roads. Various estimates are made as to the proportion of the crop that has passed from the growers, probably three-fourths of it by this time and the balance soon to be gathered in.

A summary of prices paid for 10 crops gives an average 16½ and 4. Extra wrappers have brought as high as 23 cents, and in some sections the bulk of the crops brought from 17 to 20 cents for wrappers.

About 3000 or more cases of old goods changed hands recently at from 31 to 34 cents.

At the February meeting of the Lancaster County Tobacco Growers' Association, an address was made by Frank B. Wilkinson, of the Federal Bureau of Markets, on grading; to establish a certain set of grades that will be commonly understood by the dealers, growers, bankers and manufacturers.

There was considerable discussion by representatives of the State Bureau of Markets and by individuals, and a motion to appoint a committee from the Association to meet with a committee from the Lancaster Leaf Tobacco Board of Trade to form a common plan was carried by a large majority.

President John F. Weaver appointed as a committee, Herman C. Reinhold, Phares W. Baker and Hiram Hershey.

A vote of thanks was extended to the local newspapers for their support of the industry, with special mention by a member of the "Lancaster Examiner-New Era."

In Wisconsin, according to late advices, the northern valley sections are being diligently searched for binders. Packers from various other sections of the State have been competing for stocks. The price has followed the quality, varying from 16 to 25 cents. Warehouses are not hurrying deliveries as they are pretty busy.

In southern Wisconsin there has been activity in Dane and Columbia Counties, better grades bringing 20 cents, down to 15 cents for less desirable, with average of around 18 cents. In stemming goods there have not been many sales from first hands, but several packers have disposed of their 1920 low grades at a sacrifice to stemming concerns, at 6 to 8 cents.

The "Wisconsin Tobacco Reporter" says that the matter which just at present is of live interest in the southern Wisconsin market is the effort of the Rock County Tobacco Growers' Association to organize a pool to handle the largest acreage so far attempted in this section. The matter of financing the handling and holding of some two million pounds of tobacco until it can be marketed at an advantageous figure has been gone into by representatives of the association. While it has been stated that other cooperative warehouses would open for handling of tobacco still in the growers' hands, no activity of any proportion has developed in this line up to the present time. The moving of the Pennsylvania 1920 crop has served to create a feeling that something might happen also in Wisconsin, but the signs so far have not been propitious.

In the Connecticut Valley, the warehouses are generally closed and business is at a standstill. The tobacco bought early in the season has all been handled, and there has been practically no buying since October. The tobacco bought early developed a lot of yellow and moldly leaf, so there is little prospect of buying until the growers have cased their tobacco and sweated it, when the buyers will have a chance to see the stripped sample.

In Kentucky, at Maysville, 2,640,985 pounds of tobacco were sold during the week of February 19-26, for an average of $14.71. About 12,000,000 pounds have been sold amounting probably to three-fourths of the crop in that section.

At Grayson 65,000 pounds of burley tobacco sold at an average of $17.71. Several crops averaged $27 and $29. The New Farmers sold 50,000 pounds for an average of $14.28. Several crops sold for $30 or more. The highest average was $45.

At Carlisle the market has been strong and active. Several lots of tobacco brought basket prices between $30 and $40 a hundred. Sales for the season are about three and a half million pounds at an average of $12.50.

Cynthiana reports highest price basket, 67 cents. Highest crop average, $38.60, at Independent Warehouse, and highest basket 86 cents and crop average $35 at Burley No. 1 Warehouse.

Official quotations of the Louisville Leaf Tobacco Exchange, show very slight reductions on lugs and trash.

1919 Dark Red Burley—Leaf, common, $12 and $15; medium, $25; good, $35, and fine, $40. Bright

(Continued on Page 22)

Happenings at Washington of Trade Interest

(Special from THE TOBACCO WORLD's Washington Bureau.)

Washington, D. C.

THE repeal of the excess profits tax is favored by a majority of the members of the United States Chamber of Commerce, who have just been given an opportunity to express their views on taxation through a referendum sent out by the chamber, covering fifteen points arising in connection with the proposed new revenue law.

The referendum showed that more than two-thirds of the members favor an excise tax upon certain articles of wide use but not of first necessity, but are against a sales tax, either as a substitute for the excise taxes and increased income taxes or in addition thereto. The opinion also prevails among the membership that citizens residing abroad should be exempt from the income tax on income derived abroad and not remitted to the United States; that profits arising from sales of capital assets should be allocated over the period in which earned and taxed at the rates for the several years in the period; that an exchange of property of a like or similar nature should be considered merely as a replacement; that net losses and inventory losses in any taxable year should cause redetermination of taxes on income of the preceding year; that ascertainment by the Government of any tax based on income should precede payment, and that the administration of income taxation should be decentralized. A proposal to make up the revenue lost by repeal of the excess profits tax by increased income taxes was opposed by nearly two-thirds of all the members voting.

"The vote makes it clear that business men are united in their view that the excess profits tax hampers business operations and retards the progress of readjustment," observes the chamber in a statement announcing the result of the referendum. "Among the objections to the tax are that it produces inequities; that it is difficult of administration; that price reductions will decrease revenues from this source, and that the tax encourages extravagance.

"A striking reaction was shown in the vote against increasing income taxes. It was obvious to the voters that such increases would fall on the middle class of incomes, since little more can be derived from smaller incomes and because taxes are already so high on the larger incomes that those receiving large incomes are investing in tax-free securities and thus defeating the purpose of the tax.

"The majority voting against any form of sales tax was a considerable one. Organizations voting for the sales tax were asked to indicate whether they preferred a general turnover tax, a limited turnover tax or a general retail sales tax. Few voted for a limited turnover tax, and as between a general turnover tax and a retail sales tax a small majority favored the latter.

"The vote against the sales tax is significant in view of the strong agitation that has been going on throughout the country for some form of this kind of levy. Arguments for the tax, as contained in the referendum, held that difficulties of administration of the tax would not be so numerous as in the administration of the excess profits tax; that it would have great practical value in that the business man would know exactly what he must turn over to the Government and that under it fewer persons would escape taxation. Objections pointed out were that a turnover tax would be extremely difficult of administration and that it would be pyramided; that it would work to the advantage of larger industrial establishments and that it would be unfair to persons at the bottom of the economic scale on whom it would fall disproportionately heavier than on those who enjoy a wider margin between income and necessary expenditure, and finally that there were legal difficulties in the way."

The recommendation that losses in the present and future years should be deductible from net income of the preceding year and a redetermination of taxes made was called forth by the fact that Congress evidently believed business readjustment would have come about before 1920 and thus fixed January 1 of that year as the period of limitation. The rigidity of the law has already led to hardships.

The proposal that the Government should ascertain the exact amount of income taxes before payment is made was based on the fact that no matter how conscientious a taxpayer may be, at the present time he never knows when he is through. If a Treasury ruling is revised new assessments may be made. Under the present law the taxpayer makes payment of a tax which he assesses on himself, and then waits for years to see if he paid the correct amount of taxes.

The suggestion that the administration of income taxes should be decentralized was held to be necessary because of the great inconvenience occasioned by the fact that so many taxpayers have to journey all the way to Washington to take up taxation matters when they should be able to take them up in their own districts.

WITH the approach of March 15, taxpayers are advised by the Internal Revenue Bureau not to delay in the preparation and filing of their income tax returns for the year 1920. To avoid penalties, the returns must be in the hands of a collector or deputy collector of internal revenue on or before midnight of that date. Revenue officers have been assigned to assist taxpayers in correctly making out the forms, and are located in all large cities. This service is offered without cost to the public.

Questions that can be answered without assistance should be filled in on the forms before the help of revenue agents is sought. Among these questions are, "Are you a citizen of the United States?", "Did you file a return for 1919?", etc.

Returns are required of every married couple whose net income and that of dependent children for the year was $2000 or more, and from every single person—or married person not living with wife or husband—whose net income was $1000 or more. The exemptions are $2000 for married persons and heads of families, with $200 additional for each child under 18 or dependent upon them for support, and $1000 for single persons or married persons not living with wife or husband, and are determined by the taxpayer's status on December 31, 1920. Husdand and wife may make a combined return of their joint net income if not over $5000, but if the income of either exceeded that sum, separate returns are required for the purpose of computing surtax.

The tax may be paid in full at the time of filing the return, or in quarterly instalments on March 15, June 15, September 15 and December 15.

THE repeal of the war and excess profits, transportation and soft drink taxes and the reduction of the income surtaxes are proposed in a bill to amend the revenue law introduced in Congress on February 23 by Representative Longworth of Ohio. Included in the transportation taxes to be repealed are the levies on freight, personal transportation and seats, berths and staterooms.

The changes proposed by Congressman Longworth would reduce the revenue by nearly $900,000,000 a year, which would be offset by a protective tariff law, the repeal of the present $2000 exemption for the income of corporations and the placing of an additional tax of five per cent. upon corporation income. Many other provisions of the bill are directed toward the simplification of the tax system and bringing it up to date.

"My purpose in introducing this bill at this time is not to secure immediate action upon it, but to lay before Congress a concrete plan for the repeal of some of the more obnoxious war taxes and the simplification of our revenue system," said Mr. Longworth in discussing his measure. "In this bill four of the principal taxes are repealed or amended, the revenue being restored in part from other sources. In the first place, I estimate that a tariff law based upon the protective principle, which will no doubt be passed before the adjournment of the next Congress, will produce a revenue, in addition to that now received from the custom houses, of, in round numbers, $350,000,000. The changes I propose in other sections, together with the expected revenues from customs, will very nearly make up the loss from the repeal and amendment of the four taxes, and I have reason to anticipate that the saving possible in appropriations will more than make up the deficit.

"The high spot of this plan, it seems to me, is that it evidences the possibility of cutting down our war taxes to the extent of more than $850,000,000 without providing for any new principle of taxation, such as the various sales taxes that have been proposed or a tax on the undistributed profits of corporations, all of which are of a highly controversial nature.

"Another very important feature of the bill is that it provides a method of final settlement of disputed taxes. Under the existing law no such final settlement is possible, and there is today involved in dispute more than $1,250,000,000. Under this bill a method is provided of making final settlement which cannot afterwards be reopened or set aside. This is described by the Secretary of the Treasury as a matter of 'major importance' and will no doubt result in the coming into the Treasury of hundreds of millions of dollars.

"I intend to reintroduce this bill at the opening of the next session and to press for immediate action upon it. I believe that the enactment into law of some such measure as this will have a wonderfully healthful effect upon business generally and will tend very greatly in the direction of reduction in the cost of living, to the high cost of which the excess profits tax has been, in my opinion, one of the main contributors."

SOME ENGLISH VIEWS ON TOBACCO

London "Tobacco" is one of the most interesting of our exchanges, and the following observations of that journal are as valuable and applicable to tobacco conditions in this country as in the British Isles:

No tobacconist and no manufacturer of tobacco goods can sell at sweeping reductions. If raw tobacco cost nothing at all he still could not heavily reduce his prices. For he is not selling a commodity in anything like the ratio that he is financing a tax. Tobacco manufacturers have the honor and onus of being bankers for the Government on the one hand, and for the public on the other. They advance large amounts of money to the Treasury each time they take tobacco into their factories, and a considerable period elapses before they are reimbursed this loan to the Excise Department. Being virtually bankers and only incidentally makers of tobacco, there is no question of cheapening their goods. Taxes are not fluctuating values which can be manipulated, but fixed sums in the nature of out-of-pocket expenses. Neither the manufacturer nor the retailer can take his place therefore, alongside the draper and haberdasher.

The public, who are quick to draw conclusions—sometimes quite erroneous ones—may be safely reckoned upon to throw up a few specimens of the critical penmen who write to the papers about dear tobacco. If that species of argumentative writer does multiply in the land the occasion will be ripe for an authoritative reply from the tobacco trade. There is, however, a rather striking way of calling the smoker's attention to the proportion of duty he is paying when he buys his packet of tobacco.

Borrowing a leaf from the book of a certain spirit merchant, the tobacco manufacturer might, if he thought it advisable, print or stamp the amount of the duty upon the packet.

Ernest Ellinger & Company, importers of Havana tobacco in New York City, have purchased the four-story building at 166 Front Street, of which they will take possession on September 30, 1921.

As a result of the betterment of port conditions, particularly in Havana, full service between New York, New Orleans and Havana has been decided upon by the Ward Steamship Line. A weekly freight service will be re-established between Cuba and the two American cities, according to an official announcement made in New York.

How Brown Got the Business

By Frank Farrington.

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THERE'S a new kind of cigarette I believe would be a good buy," I remarked to my neighbor, Johnson, as we sat side by side in the car on our way down to business one morning, each looking through his newspaper. "The advertisement certainly describes just such a cigarette as I like, and they say it is for sale by all cigar stores, but I'll bet that I can go to half a dozen places at noon today, asking for that cigarette and not one of them will have it. Those fellows running the cigar stores and cigar stands around our section never seem to get anything in when it is new. They seem to think the best way is to wait until their customers have all tried it before they stock up with it. I've got tired of asking for smokes I see advertised, and never finding them until they are old stuff."

"I don't believe you know about Brown's Little Shop, do you?" inquired Johnson. "It's a little place around on Third Street, just a little way from Broad. Fellow named Jerry Brown runs it—used to be with the United. It's not very big, but it's a nifty shop all right, and let me tell you Brown is right up to the minute, and I've bought a new brand of cigarettes there even before the advertising began. If you go there and he doesn't have those Nublend cigarettes, I'll buy your lunch tomorrow. I've found he had new lines there that I'd asked for in other shops when they didn't even know what they were."

There was nothing more said about the matter right then, but, being interested in getting a cigarette that I thought would just satisfy my taste, and being interested also in the methods used by successful cigar dealers, I just thought I would see Brown and his little shop. The fact that he advertised his place as "Brown's Little Shop," and admitted its size right off, aroused my curiosity a little.

So that afternoon I dropped around there when I had a half hour to spare. It was a wet afternoon, and no one seemed to be stirring around the shopping section and, as I passed the chain store on the corner, I saw the clerks all standing around idle. But when I came to the Little Shop, there were several customers in there and it looked bright and cheerful and lively in spite of the dullness of the afternoon. There was a good phonograph playing popular operatic music and at the back of the shop I saw Brown himself at a desk piled high with magazines and business papers which he was examining diligently. As soon as I saw Brown, I knew him because he and I often wait for the same car home at night, going out our way, but I didn't know before what his business might be.

"Hello, Brown," said I, "I wish I didn't have anything to do but sit with my feet on my desk and a fine cigar in my mouth and read all the latest magazines."

"You might do a worse business stunt at that," said he as he motioned me to a seat and offered me a cigar. "Have a seat and a smoke, and here's the latest number of 'Mushy Stories.'"

"No, thanks," I said, a little sharply, perhaps, "I don't read that stuff and I don't have any time to read magazines anyway during business hours."

Brown flushed up as I said that, but he soon broke into a smile and responded, "I know, it does look a little foolish, but let me say that not the least of my work is going through the new magazines and trade journals just as soon as they are out."

"It sounds like an easy job, "I suggested. "Does it have anything to do with the way you have built up your business? They tell me you are running the only up-to-date cigar store in this part of the city. A friend told me today that you are the only dealer he knows who always has the very latest things in smoking timber."

"Your friend is right. I admit the accusation—with proper modesty. And it is because I do have the new things and keep right up to the minute that I am getting business in competition with bigger stores located in better positions.

"Everybody told me there were enough cigar stores and stands down in this part of the city and my friends said I was a fool to start in here. But this is where the business is and the business in general is growing, so it seemed to me that the cigar business would grow too, and then I hadn't been in the big corner store for years without knowing something about what will pay out down here. I knew the cigar places around here were all right enough and handled good goods, but I saw that men were going to those shops all the while and asking for things they didn't have just because they weren't getting in the new brands until they had to do it. I had had smokers ask me for new brands and ask why we didn't have them, and I had put it up to the boss time and again and he would just say that he couldn't carry every kind of cigar and cigarette made. Well, it seemed to me that if that was the case, it would be better to get rid of some of the brands that had gone out of date and put in some of the coming lines. I couldn't see any point to turning down one call after another when we could get the goods a few at a time just around the block at the jobber's."

"That was what I was talking to my neighbor about," I said, "It didn't seem to me to be good business to fail to have the new brands when the demand for them began."

"I used to talk to some of the dealers about stocking new brands," Brown continued, "but they always said it was time enough to add a new brand when they had to. It didn't seem to occur to them that when a man wants to try a new brand, he is pretty likely to ask for it at different places until he find a shop where they have it—and then he may tie right up to that shop and buy there regularly. I thought I'd like to run the kind of a shop where a smoker would find what he was looking for, and that means the kind of smokes that are advertised, because it is advertising that sets a man to trying to buy a new brand.

(Continued on Page 16)

Collecting From Your Customers

By Clarence T. Hubbard

THE tobacco man, although much better off than most merchants as regards collections, is not entirely free from the greatest bug-a-boo of all business—*delinquent debtors*. In fact one of the advantages always in favor of the cigar trade is the fact that the bulk of purchases represent cash transactions. Notwithstanding, the few bills run up by clubs, societies and individuals are enough at times to give the cigar man concern, especially as the profit per box is small and therefore all capital not showing a reasonably quick return is a lost investment.

A popular cigar dealer well situated in an office building "arcade" found collections disturbing him. Several well known business men located in the same building had become his good customers. He found it easy to sell these insurance men, bankers, brokers, real estate dealers and legal men a box of cigars a week and sometimes two and three boxes, to say nothing of cigarettes and boxes of candy that were sent for with the command to "put it on the bill." This volume of response in trade greatly encouraged the cigar man who heretofore had maintained but a small "smoke shope" on a business street—but one in which practically all of the business was of a cash nature. Therefore he had occasion to change his enthusiasm into dismay when at the end of eight months he found his sales doubling but his uncollected bills tripling! He was making a profit to be sure. But great inroads were being made into those profits in the large amounts of outstanding bills which in the eight months had amounted up to over $1400! Finally when the prices of all tobacco goods jumped, our friend, the accommodating cigar dealer, found himself shy on capital for the purchase of new stock and a year's loan at a bank for $1400 alone would cost him nearly $75 annually in interest.

Finally, after pondering over the matter, he consulted a business acquaintance who had had experience with collections. He frankly explained his predicament to this friend and stated that he would gladly spend anywhere from $50 to $150 to collect this outstanding amount but did not wish to *lose* his customers by putting the collections in the hands of an adjustment agency. After a thorough discussion on the subject and an investigation of the customers who made up his list of delinquents he was persuaded by his friend to try and collect the money himself—first by letter, then by follow-ups and finally, if no response was noticeable, in a personal call. Furthermore he advised his cigar dealer friend to begin a campaign of monthly statements and "reminders" to *educate* his customers up to punctual payment. Ninety days was decided as an absolute time limit for the payment of any bill, it being agreed that any customer unable to meet his small obligations after such a period was unworthy of being catered to.

The tobacco man commenced by sending a duplicate bill to each debtor along with this brief note typewritten and carefully signed with pen and ink:

Dear Sir:

Every bank finds occasions when it is necessary to call loans. This may be due to a tight money market; a fluctuation in commodities or an export of gold.

In a sense we are the same as a bank. Sometimes our market tightens and we find it necessary to call in some of our loans.

Just at the moment we are in need of more money due to the increase in wholesale tobacco prices and find it necessary to set a time limit on some of our outstanding loans.

May we have your remittance this week?

This letter brought a faily good response. To those who didn't respond as well, as to new ninety day account expiration that appeared the first of the following month, the cigar dealer mailed another duplicate statement, but at the top of this one he pinned a small leaflet. This leaflet measured about two inches by two and the outside fly-leaf had a picture of a bright green oak leaf with these words in black type: TURN OVER A NEW LEAF. Inside a picture of a pocket check book was shown and a continuance of the message: IN YOUR CHECK BOOK AND DRAW A LITTLE MONEY IN OUR FAVOR PLEASE. This simple "reminder" proved a good silent collector. In this manner his delinquents were diplomatically *persuaded* to pay—not *dunned*—which aided him to hold their business, yet without loss. And with the exception of one or two dead-beats he ran across, his customers respected him for principles that prompted him to clean up all bills at least every ninety days.

There are many inexpensive little reminders that tobacconists can use to gather in dilatory dollars for it is a well-known fact that collections, like clocks, unless continually wound up are apt to run down. Reminders with a touch of humor are often much more successful in securing the money than threatening notes. For example, following are two verse appeals for money that have been used with success printed on small pasters that can be attached to outgoing bills. Any reader is free to make use of these two appeals:

Perhaps this fact's escaped you
Of this amount you owe,
Please heed this little notice
It's sent to tell you so.
When it comes to paying little bills
We dislike to tease,
So we'll just mention it casually
And start the day with—PLEASE!

Another method that can be resorted to when a bill is very long overdue is by rubber-stamping this message on the face of the bill: ONE THING WE POSITIVELY CANNOT DO—RUN OUR BUSINESS WITHOUT MONEY.

(Continued on Page 18)

When you wore short pants

SWEET CAPORAL CIGARETTES

were known around the world.

Since then the sale of SWEET CAPORAL has increased every year.

because

—they were the first American cigarette, the first blended cigarette—the first pure and mild cigarette ever made—

—the London Lancet, the world's leading medical journal, says: "Sweet Caporals are the purest form in which tobacco can be smoked"—

and, what counts most,

because the smoker "likes 'em"

The American Tobacco Co.
INCORPORATED
111 Fifth Avenue, New York City

An Outstanding Example
of the
Bayuk Inimitable Blend

MAPACUBA

A head-liner among fine cigars. Six handsome, quick selling, widely advertised shapes. 2 for 25c, 15c, 25c. You need Mapacuba in stock.

BAYUK BROS., INC.

Originators of the
BAYUK INIMITABLE BLEND and
BAYUK INCOMPARABLE BRANDS
Philadelphia

You'll learn to love
Life
Cigarettes

EXCLUSIVE PROCESS
....UNION MADE....
PATTERSON BROS. TOBACCO CO., TR.
RICHMOND, VIRGINIA
IF YOUR DEALER DOES NOT HANDLE THEM, WRITE US

How Brown Got Business

(Continued from Page 13)

"So I got this little shop—I couldn't afford a big place—and I started in with all the kinds of cigars and cigarettes and tobaccos that are advertised and that all smokers know about. That made it sure that when a man came in, he would recognize the brands and be able to pick out something he knew he liked. You know how you feel when you drop into a cigar store to get a cigar and you don't recognize a single brand in the case. You pick at random, or you take the word of a clerk who doesn't know anything about your taste, and you get something you don't like—and you don't go back there. Isn't it the truth?"

The experience was so familiar that I laughed. "You know it is," I agreed.

"Well, I couldn't remember from my own observation all the brands that are advertised, so I dug into the magazines to find out what was having the publicity money spent on it, and I read the advertising pages of THE TOBACCO WORLD every number. I began taking that before I got into business for myself, because I wanted to get posted on the business. And, of course, I added a number of good special lines that are not advertised and on which I could get the exclusive sale in this part of town. I bought from the houses with a reputation, the manufacturers advertising in the trade paper. I felt that the manufacturers who do the steady advertising in one place or another are the reliable concerns, in business to stay. You never see any of these fly-by-night concerns advertising in a responsible paper.

"When a new brand comes out, backed by an old house, I know that I am not taking any chances in stocking it just the minute I hear about it. The house behind it will make it go. It will be good stuff because they can't afford to put out anything that isn't good. And I realize that if I wait to stock that new brand after the demand for it begins, I am going to have to turn away the first buyers, and they may like the goods and become some other fellow's customers while I wait. So I figure on having the new things as quick as I can get them. I watch the general magazines for advertising anything new I can sell—it may be something else than smokes, and I watch the trade paper for announcements about new things that are going to be put on the market. Sometimes I get an order in before the goods are ready for the trade, and I get mine from the first lot to go out."

"Your plan seems to have worked out pretty well," said I.

"It's got to work out well. When I get new advertised brands, I put them right into the windows and show the public that I have them. Some dealers keep them out of sight and sell them only when demanded, because they think they won't encourage the demand for any more brands, but they are not influencing demand much and they are losing trade. I am here to give the smokers what they want, not what I want them to have. All the advertising I do is right along that line.

"You know, everyone is interested in anything new, and that is why we all stop to read advertising about a new brand of smokes. If you see the same old newspaper or magazine or billboard ad of a kind of cigarettes month after month, you cease to pay any attention to it. But just the minute you notice a new brand and a snappy, new advertisement, you sit up and take notice. Probably you want to try the goods."

"That's one reason why I'm here," said I. "I wanted to get some of those Nublend cigarettes they began this morning to advertise in the daily papers, and I knew nobody else would have them and Johnson said you would."

"Johnson is the son of a prophet, whoever else he may me," was Brown's comment. "I knew the Nublend campaign was to start soon and I got the goods and have had them on sale several days."

"I don't know as they will suit me any better than the kind I've been smoking, but you know how it is with a smoker. He is always wanting to try something different. It seems to me that the new brands must sometimes be an improvement on the old ones."

"It is up to the new to be better than the old in some way," said Brown, "or it will not get anywhere with the trade. Every new brand has some real or apparent advantage and it is always easy to interest people in trying out the new. When you could not get a man to stop and listen to a selling talk on a cigar he knows all about, you can get him to hear you about a new one. Next to studying the magazines and trade journals, I guess I study human nature so as to know how to handle customers. Being a human being myself, it isn't difficult for me to know something of what human nature is like, and I can figure out prety well what a customer will do under certain conditions. I know blamed well that if I were buying smokes all the time from a cigar dealer, if he wouldn't get the kinds I asked for, I would go to the fellow who would get them. Customers don't have to go without things and take what the dealer offers them, though they may accept something 'just as good' a time or two. If I don't have enough enterprise to get new things, I can't expect the smokers to take that as a reason for going without them.

"My method of studying the magazines and trade papers for advertising of new things has made me Johnny-on-the-spot a good many times with new brands, just as it has with this Nublend cigarette. It was in the trade paper I saw a notice that that brand was coming along. You see there's no secret about how I have built up business. It's just common sense in studying the advertising of new goods."

"It's a wonder," said I, "that more dealers haven't worked along that line. The idea is simple enough. Anyone can see the point."

"Any cigar dealer could see it, but a good many won't look that way. More are seeing it though. Just stop in and talk to the up-and-coming cigar dealers in any city and see what they are doing about advertised brands. They are stocking them instead of wasting their time trying to sell brands smokers don't want or don't like. Advertising is hitting a high mark these days in helping the retailer. I am going to take all the help it offers me."

As I started to go, I said, "You have me sold on your method, and just to prove it, I'll come in and get you to go to lunch with Johnson and me tomorrow noon, if you will. I think I owe him a luncheon and I know I owe you one."

"I never refuse a free meal. I'll be ready, with bells on. And I'll bring the Nublend cigarettes for the party," and Brown grinned as we parted.

ERNEST BERGER IN HAVANA

Ernest Berger, president of the Tampa Cuba Cigar Company, accompanied by Mrs. Berger, left Tampa for Cuba last week and are making Hotel Sevilla their headquarters in Havana. Mr. Berger visits the Island three or four times a year to purchase tobaccos required by the Tampa Cuba Cigar Company, and to consult with the company's representative, Bartolome Ferro.

A snowy WINTER *evening*

A good book and an Owl Cigar —there's an evening's enjoyment for you!

Let the wind whistle and the snow pile up. Put another log on the fire. Settle back in your chair with romance and adventure, and enjoy a good, fragrant Owl—the Owl Brand with the Brown Band.

The General Cigar Co., Inc. always keeps a $3,000,000 supply of leaf curing and mellowing—that's why Owls are always so fresh and always the same.

Try Owl—that's *my* advice.

8c
2 *for* 15c
Box of 50: $3.50

General Cigar Co., INC.
NATIONAL BRANDS
NEW YORK CITY

The OWL Brand
With the Brown Band

Collecting From Customers

(*Continued from Page 14*)

A cigar dealer well known in a New England city of enterprise captured a big order for cigars for an insurance convention, but for some reason unknown to himself he could not seem to bring the finance committee to action in sending him a check. Inasmuch as he enjoyed a flourishing trade and was well known by all he hesitated about writing a letter, although he did mail a second bill after the third month of no response elapsed. Then receiving no response he carefully made out another itemized bill, directed it to the president of the company which had financed the convention, and added this note to the top of the bill in hand writing: "I owe you a receipt—you owe me a check—for heaven's sake let's swap before it's too late." He got the check and a letter from the president who explained the delay which was caused by members of the committee being called away on business before all the convention bills were straighted. The executive also expressed his appreciation of the novel appeal which evidently made quite an impression with him.

The cigar dealer making it a practice to allow charge accounts with certain customers should always take every opportunity to diplomatically remind such customers of the fact that thirty, sixty or ninety days is a sufficient time for settlement. This can be driven home right at the beginning of the account when you receive your first check from a *charge customer* by sending the following acknowledgement along with the stamped bill:

Dear Sir:

Your punctual remittance is very much appreciated indeed. I am glad to number you among my charge customers who make this privilege possible in their prompt settlements every thirty days.

Yours very truly,

Cigar dealers wishing to expand business by extending the charging privilege to "big customers"—and others—will find that they are not to be excluded from the efforts of collecting such money when it is due and experience will teach that the old saying that "the only man who can collect money without effort is the deacon of a church" is quite true. But by employing *insistence* and *salesmanship* in the collection of such bills, customers can be educated to prompt pay and their business accepted in the favor of the cigar and tobacco dealer.

At the annual meeting of the American Sumatra Tobacco Company, held at Atlanta, Ga., the board of directors was re-elected.

The directors of the Imperial Tobacco Company have recommended a final dividend of 10 per cent. and a bonus of 6d. per share, both free of income tax, on the Ordinary shares for the year to October 31, 1920, placing 1,000,000 pounds to general reserve account and carrying forward £617,000, which includes the reserve for customers' bonus.

TOO LATE FOR CLASSIFICATION

CIGAR LABELS AND BANDS, suitable for Philadelphia or Pennsylvania manufacturers. Prices very low. Address Box 412, care of "Tobacco World."

TOBACCO TAX IN TARIFF BILL

Washington, D. C.

Taxes on tobacco are included in the emergency tariff bill, under an amendment inserted by the Senate and, with changes in the rates, agreed to by the House.

The Senate's amendments provided for a tax on wrapper tobacco, and filled tobacco when mixed or packed with more than 15 per cent. of wrapper tobacco, and all leaf tobacco the product of two or more countries or dependencies when mixed or packed together, if unstemmed, $2.85 per pound; if stemmed, $3.50 per pound; filler tobacco not specially provided for in this section, if unstemmed, 35 cents per pound; if stemmed, 50 cents per pound.

As adopted by the conference committee, composed of members of the House and Senate, the rate on unstemmed wrapper tobacco was reduced to $2.35 per pound, and on stemmed to $3.00 per pound.

The bill, as finally presented by the conferees, also contained a provision that "The term 'wrapper tobacco' as used in this section means that quality of leaf tobacco which has the requisite color, texture, and burn, and is of sufficient size for cigar wrappers, and the term 'filler tobacco' means all other leaf tobacco."

Notes and Comment

The Eaton Corporation has been incorporated at Syracuse, N. Y., with a capital stock of $100,000, by J. A. Seubert, W. A. Ellis and H. E. Eaton.

The Mid-West Cigar and Tobacco Company has been incorporated at Huntingdon, W. Va., by E. C. Wilson, L. M. Ross and L. W. Blankenship, with a capital of $100,000.

At the annual meeting of the Consolidated Cigar Corporation, the stockholders ratified the purchase of the outstanding capital stock of the "44" Cigar Company. The present officers of the corporation were re-elected.

The Fred L. Stroblen Cigar Company, of Minneapolis, Minn., was recently incorporated, with a capital stock of $50,000. The officers are: President, Fred L. Striblen; vice-president, Edward T. Edwards; secretary-treasurer, Theodore Asselyn. Office headquarters are at 302 Commonwealth Building.

The China-American Tobacco Company, Incorporated, has been organized at Richmond, Va., with a maximum capital of $1,000,000. The officers are: President, L. L. Gravely, of Rocky Mount, N. C.; Secretary, P. K. Gravely, of Rocky Mount. J. T. Haynes, of Richmond, and S. T. Summons, of Rocky Mount, are also among the incorporators.

The American Consul-General at London, Robert P. Skinner, cabled the State Department at Washington, on February 21, that all restrictions on the cultivation and sale of tobacco throughout Palestine have been removed. New customs regulations are in preparation whereby fixed taxes will replace the customs duty and surtax on imported tobacco and cigarettes, effective March 1 next. In the meantime, duties will continue to be collected on imported tobacco.

THE MODEL C 3

Universal Cigar Wrapper Register

For Counting and Registering one, two and three-cut wrappers in pads of fifty cuts.

Price, $80.00

F. O. B. Factory, Newark, N. J., U. S. A.,

With this three-plate register each leaf is taken care of in one operation, whether for one, two or three cuts. This machine is adapted for general use. It makes the various separations for each grade, so one can distribute the different sizes to the best advantage.

This device is regularly equipped with a one-cut, two-cut, and three-cut register dial, but can be furnished when so ordered, with three one-cut, three two-cut, or three three-cut dials, or any combination of these three dials desired, without additional charge.

THE Universal Cigar Wrapper Registers are small and compact, thus taking up little room. They are easily attached to a booking block, table or any flat or round surface. They are accurately constructed and with care will last a lifetime.

Both large and small manufacturers will find the Universal Cigar Wrapper Registers a real aid in checking up employees, as well as insuring rapidity and accuracy in counting and registering the number of pads produced for any period on a totalizing register.

UNIVERSAL TOBACCO MACHINE CO.

116 West 32nd Street, New York

Factory: Newark, N. J., U. S. A.

UNIVERSAL TOBACCO MACHINE CO. OF CANADA, Ltd.

108 St. Nicholas Building . . . . . Montreal, Canada

WDC
TRADE MARK

Play for the Window Shopper

He's the fellow now passing your store. And his pockets are lined with money.

Sometimes he takes a hasty squint at your windows as he rushes by. At intervals, more or less rare, he stops—attracted by what you have displayed.

He's a possible customer that some day may enter and buy. But your windows must reach out and grab him and they must pull hard.

First, there must be something to catch his eye—a moving object, a display of color, something unique with a smoker's appeal, an interesting display of goods—there are many ways.

Second, a desire for your goods must be aroused. That's not too hard if he's a smoker, for tempting looking cigarettes, cigars and tobacco with good looking pipes and holders will often do the trick.

Third, there must be the urge to "Buy Now!" Try a special inducement. Make a new offer every few days. Don't be be afraid to give something for nothing, to sacrifice a little profit to create new customers. Future sales will more than make up the slight present loss.

Whenever you want to fix up a WDC window display, let us know. We can help you and will be glad to do it.

WM. DEMUTH & CO.
NEW YORK

World's Largest Pipe Manufacturers

ANNUAL MEETING OF THE TAMPA-CUBA CIGAR COMPANY

The Tenth Annual Stockholders' Meeting of the Tampa-Cuba Cigar Company was held at the offices of the company, Tampa, Fla., Tuesday, February 15.

The stockholders, re-elected unanimously the present board of directors: Ernest Berger, of Tampa, Fla.; Ira B. Clark, of Nashville, Tenn.; H. A. Taylor, of Louisville, Ky.; Charles H. Huhn, of Minneapolis, Minn.; J. T. Treasure, of Gardner, Ill.; H. W. Merritt, of Plains, Pa.; W. D. Mathis, of Hollywood, Cal.; D. G. Wise, of Atlanta, Ga.; and E. H. Peter, of Tampa, Fla.

After the meeting, President Ernest Berger, of Tampa, entertained the directors, their wives, and the heads of departments of the factory, with a dinner dance at the Tampa Yacht and Country Club. During the evening the directors and stockholders presented Mr. Berger's bride with a very handsome chocolate set.

The Board of Directors' meeting was held Wednesday, February 16, and officers of the past year were re-elected, as follows: Ernest Berger, president and general manager; Ira B. Clark, first vice-president; D. G. Wise, second vice-president; E. H. Peter, secretary and treasurer. The executive committee being: Charles H. Huhn, chairman; J. T. Treasure, H. W. Merritt, Ernest Berger, E. H. Peter.

In the afternoon the Board of Directors visited the branch factory of the company, located at Dade City, Fla, and were entertained by the mayor and board of trade of that city.

JUGO-SLAVIA FORBIDS TOBACCO EXPORT

The Jugo-Slavian Tobacco Monopoly Administration has forbidden the exportation of cigars and all kinds of leaf tobacco; from Serbia of tobacco and cigarettes of the 1, 2 and 4 qualities from Bosnia of ordinary and peasant tobacco and of Bosnia Kum and Veberz cigarettes; from Servia of Herzogovinian medium quality Turkish, finest Hungarian, medium Hungarian house tobacco and Dames, Sport and Hungarian cigarettes.

The Jugo-Slavian Monopoly Administration has at its disposal at the present time large stocks of the best brands of manufactured tobacco. It has, therefore, granted permission for 100 wagon-loads to be exported free of duty.

The tobacco trading industry in Czeko-Slovakia belonged to the Regie until January 1, 1921, when it was released from Government control.

TOBACCO TRADE OF ALGIERS

A "London Times" correspondent from Oran, states that tobacco manufacturing concerns in Algeria number 64, of which 15 are making cigars, 32 cigarettes, whilst 41 firms sell tobacco in bulk. Yet to meet all the wants of the smoker, Algeria is compelled to make purchases of tobacoc abroad. Thus, in 1919, she bought in foreign countries 18 million kilos leaf tobacco, 1,220,000 cigars, and 13,400 kilos cigarettes. On the other hand, during the same year Algeria exported tobacco, raw or manufactured, to the value of over 92 million francs.

"NOT FOR SALE"

was the sign that greeted all who tried to purchase—

SWEET CAPORAL CIGARETTES

OVER 40 years ago they were the "personal cigarette" of Francis S. Kinney, a wealthy Virginian, and not for sale. Finally the demand for them became so great that he agreed to manufacture Sweet Caporals for the public.

That was over 40 years ago, and their popularity has never waned—

because

—they were the first American cigarette, the first blended cigarette—the first pure and mild cigarette ever made—

—the London Lancet, the world's leading medical journal, says: "Sweet Caporals are the purest form in which tobacco can be smoked"—

but, what counts most

because the smoker likes 'em

The American Tobacco Co.
INCORPORATED
111 Fifth Avenue, New York City

TOPIC
HAVANA CIGARS
10c. Straight, 13c., 2 for 25c
15c. Straight

The first choice among business men and after-dinner smokers, has met with wonderful success wherever placed : : :

Bobrow Brothers
Manufacturers
Philadelphia, Penna.
Makers of the famous "BOLD" cigar

La Flor de Portuondo
Established 1869

GENUINE
Juan F. Portuondo
Cuban Hand-Made
CIGARS

The Juan F. Portuondo
Cigar Mfg. Co.
PHILADELPHIA

Leaf Market Jottings

(*Continued from Page 10*)

Red, common, $20 and $22; medium, $28; good, $42; fine, $60. Colory, common, $22 and $28; medium, $35; good, $45; fine, $65.

1919 Dark Crop—Common leaf, $10 and $13; medium, $16; good, $20, and fine, $25.

1920 Dark Red Burley—Leaf, common, $6 and $8; medium, $11; good, $25 and $35. Bright Red—Common, $8 and $9; medium, $20; good, $30, and fine, $36. Colory—Common, $10 and $12; medium, $25; good, $40, and fine, $55.

1920 Dark Crop—Common leaf, $7 and $8; medium, $11; good, $13, and fine, $20.

In the South, the North Carolina and Virginia crops are nearly all sold, and probably most of the markets will close by the middle of March. A few may continue until the 1st of April.

Wilson, N. C., reports a firm market, with heavy sales and about three million more pounds of the 1920 crop to sell. Sales so far have amounted to about fifty-three million pounds at an average of $22.36 per hundred pounds.

Richmond, Va., reports active competition in selections, with good tobacco eagerly sought for, some piles bringing very high prices up to $60 a hundred pounds. The week's sales amounted to nearly a half million pounds at an average of $12.60.

Danville, Va., reports the quality of the entire offerings, not so good as it was several weeks ago with a smaller proportion of fine lots. About three million pounds sold at an average of $28.30.

Newbern, N. C., market closed on February 25. Later sales averaged $15.46, and total sales close to five million pounds at an average of $16.62.

Oxford, N. C., sold a half million pounds at an average of $22.32 per hundred, and total of 13,511,135 pounds at an average of $23.47. Last year at the same period the average was $56.70.

South Boston, Va., sold about a million pounds at an average of $24.59. High grades were in active demand, but a lot of common tobacco lowered the average.

WILL GROWERS CUT OUT 1921 CROP

Summing up a great mass of news furnished from Georgia, the Carolinas, Virginia, and even from Kentucky and Tennessee, the proposition to cut out the 1921 crop is favored by a considerable number of growers, provided that the other fellow will do it.

There will undoubtedly be less acreage planted in most sections of Georgia and Virginia, but in most of the States the growers will go ahead planting and trust to luck for a profit.

With the present surplus to be considered, wisdom calls for a material reduction, in many sections to a half of the 1920 acreage. It remains to be seen whether the planters realize this, and will act on it. But practically the same prospect faced them last year and they ignored it.

At Your Service!

In view of the great increase in sales of Manila cigars in the United States, the Philippine Government has appointed Mr. David F. Morris, Philippine Tobacco Agent, to assist Mr. Charles A. Bond in carrying out the provisions of the Tobacco Inspection Law.

Either Mr. Bond or Mr. Morris is ready at all times to respond to a call of an importer of Manila Cigars when the condition of merchandise is in question.

THE PHILIPPINE GOVERNMENT GUARANTEE WILL BE MAINTAINED.

Detailed information and blank forms may be had on application to

CHARLES A. BOND
Tobacco Agent for the Philippine Government.

172 Front Street - New York

Phone John 1428

Life
Cigarettes
They'll hit you right—
Because our aim has been to make them mild, of the Famous Burley Blend, and seasoned with Chocolate
FRAGRANT—DELICIOUS
Life
CIGARETTES
EXCLUSIVE PROCESS
.... UNION MADE ....
Patterson Bros. Tobacco Co., Tr.
RICHMOND, VIRGINIA
IF YOUR DEALER DOES NOT HANDLE THEM, WRITE US

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
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E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla. New York Office: 203 W. Broadway

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Tobacco Patents Granted

[Full details and specifications of the following patents may be had by addressing The Commissioner of Patents, Washington, D. C., and enclosing ten cents for each patent wanted. In ordering, give patent number only.]

No. 1,365,969. PLUG TOBACCO. Caleb C. Dula, New York, N. Y., patentee. Patent assigned to Liggett & Myers Tobacco Co., New York, N. Y.

Patent for a filler for a plug or bar of tobacco from which a substantial number of smoking or chewing charges may be removed by the consumer as desired, comprising a mass of "long cut" tobacco densely compacted whereby the stem or mid-rib sections in the mass become substantially impregnated with the tobacco extracts or juices expressed from the membraneous portions of the leaves.

No. 1,355,666. CIGARETTE HOLDER. William Hahn, Toledo, Ohio, patentee.

A cigarette holder comprising a mouth-piece to support a cigarette, a movable ejecting device, and a cap to be applied to the mouth-piece and adapted to operate the ejecting device when the cap is removed to eject the cigarette into the cap.

No. 1,365,992. TOBACCO-STRIPPING MACHINE. Udell L. Hendricks, Pella, Iowa, patentee.

In a machine as named, means for cutting the stem from tobacco leaves, means for receiving and carrying the leaves after they have been acted upon by the said first means, the last means comprising spaced endless flexible members, each having wires extended toward the opposite flexible member, and means for moving said flexible members toward and from each other.

No. 1,366,283. WATERPROOF CIGARETTE CASE. Sylvain V. Roos, New York, N. Y., and Milton Josephs, West Orange, N. J., patentees.

A waterproof combination container comprising a receptacle provided with an interiorly threaded opening, a stopper having a reduced portion intermediate of its ends, said reduced portion being screw-threaded for engagement with the interiorly screw-threaded opening to provide means for retaining the stopper in closing position.

No. 1,366,386. TOBACCO MACHINE. Graham H. Jackson, Newark, N. J., patentee. Patent assigned to Universal Tobacco Machine Co., New York, N. Y.

A tobacco stripping and booking machine with a frame, booking means journaled on the frame, a pair of circular cutting members carried by the booking means in spaced relation to each other and having registering recesses whereby the cutting edges of the members are interrupted, a rod carried by the said frame, sleeves independently mounted on the rod, arms located at the inner ends of the sleeves and a roller carried by each arm and arranged to independently engage the cutting edges of the cutting members.

No. 1,355,943. AUTOMATIC SWITCH FOR CIGAR LIGHTERS. Charles F. Cuno, Meriden, Conn., patentee.

An automatic switch comprising a spring-driven winding drum for a cord, a contact member connected to move with the drum and having a conducting portion and an insulating portion, and a contact piece carried by the contact member and normally resting on the insulating portion of the contact member for turning off the current.

No. 1,366,560. CIGARETTE CASE. Leonard Dahlgren, Attleboro, Mass., patentee. Patent assigned to Filikwik Company, Attleboro, Mass.

In a cigarette case a pair of cover parts having knuckles, adjacent knuckles being shouldered to engage with each other and restrict relative outward movement of the cover parts; a holder slotted in its bottom and having knuckles disposed between certain knuckles of the cover parts, the bottom of the cover parts at the inner sides thereof being bent upwardly to form lugs.

No. 1,366,675. CIGARETTE EXTINGUISHER. Anton B. Mensing, New York, N. Y., patentee.

The combination with an ash tray of a truncated cone rising in the center thereof to form an anvil, arms rising from the cone on opposite sides of the anvil, a sleeve supported by the arms with a clearance space between the sleeve and the arms to permit the introduction of a cigarette horizontally over the anvil.

No. 1,367,171. CIGARETTE-MAKING MACHINE. Samuel E. Agnew, Dawson, New Mexico, patentee.

A cigarette-rolling machine comprising two opposed sections hinged to each other at their lower ends and having limited movement away from each other, rollers mounted in the upper ends of the sections and having knobs whereby they may be rotated, an endless cigarette-forming belt mounted upon the rollers and rendered slack when the sections are moved toward each other to bring the rollers in contact.

No. 1,368,018. DRIER OR HEATER FOR TOBACCO BARNS. John O. Brock, Wilson, N. C., patentee.

A heater for curing tobacco having elongated burners, means for supplying fuel thereto, means for suspending the burners under the tobacco, deflectors guarding each of the burners, said deflectors comprising a rod, wings hingedly connected to the rod, chains connected to the rod for suspending it, from members connected to the edges of the wings, and devices carried thereby engagable with the rod support for holding the wings.

No. 1,368,173. CIGARETTE HOLDER. Spencer H. Logan, Chicago, Ill., patentee.

A cigarette holder provided with a groove in its inner face and a slot in the grooved portion intermediate the ends of the latter, an ejector having a stem movable in the groove, a lining on said stem and covering the slot, and a finger piece passing through the slot and attached to the stem intermediate the ends of the latter.

SPANISH TOBACCO BUYERS IN THE U. S.

Commercial Attache Cunningham, of Madrid, reports that representatives of the Compania Arrendataria de Tabacos, which has the monopoly for the sale of tobacco in Spain, have recently left Madrid for New York, to make test of tobacco which is being purchased for their company. This company is expected to purchase 30,000 to 50,000 hogsheads of leaf tobacco during the coming year. On application to the European Division of the Bureau of Foreign and Domestic Commerce, information relative to the address of their representatives may be obtained.

"HAVANA RIBBON" EIGHT CENTS

The "Havana Ribbon" cigar is now selling for eight cents. Of the various brands of Bayuk Brothers, the "Havana Ribbon" is a very old favorite on account of its uniform quality and mild and mellow blend. It has had a host of friends for twenty-five years.

Most Value *Most Quality*
LA AZORA
MOZART
LOVERA
HARVESTER
CASTELLANOS
EL SIDELO
DUTCHMASTERS
NEW BACHELOR
ADLON
"44"
CONSOLIDATED CIGAR CORPORATION
NEW YORK CITY

MADE IN BOND
FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In
CHARLES THE GREAT CIGARS
A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER
SALVADOR RODRIGUEZ
TAMPA NEW YORK HABANA

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made fo every ten (10) additional titles necessarily reported.
made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

DYCKETTS:—42,000. For cigars, cigarettes, cheroots and all other tobacco products. February 15, 1921. General Cigar Co., Inc., New York City.

BRADSTREET:—42,001. For all tobacco products. January 4, 1921. Bernard Schwartz, Detroit, Mich.

JAMES WOLFE:—42,002. For cigars. February 4, 1921. Central Cigar Box Co., St. Louis, Mo.

ROBERT MANTELL:—42,004. For cigars. January 13, 1921. American Box Supply Co., Detroit, Mich. Trade-mark claimed to have been in use for over 20 years, when it was adopted by T. J. Dunn & Co., New York City, and transferred by Consolidated Cigar Corp., succ. to T. J. Dunn & Co., to the above registrant, July 1, 1920.

RED FIRE:—42,005. For scrap tobacco and all tobaccos and cigarettes. February 17, 1921. Jno. J. Bagley & Co., Detroit, Mich.

ROUGH AND READY:—42,006. For pipes and smokers' articles. February 18, 1921. Metropolitan Tobacco Co., New York City.

PRINCE OF WALES:—42,007. For tobacco pipes. February 15, 1921. Alfred Orlik, New York City.

PRINCE:—42,008. For tobacco pipes. February 15, 1921. Alfred Orlik, New York City.

VERTREES:—41,997. For cigars, cigarettes and tobacco. Registered February 4, 1921. F. M. Howell & Co., Elmira, N. Y.

TRANSFERS

SAN PAULO:—26,081 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered December 19, 1904, by The West Indies Cigar Co. Transferred to Theobald & Oppenheimer Co., June 27, 1913, and re-transferred by General Cigar Co., succ. to Theobald & Oppenheimer Co. to Opperman Cigar Co., Johnstown, Pa., Louis H. Opperman, Prop., February 1, 1921.

EMID:—20,024 (Tobacco World). For cigars, cigarettes, cheroots and tobacco. Registered April 20, 1910, by T. A. Wadsworth, Detroit, Mich. Transferred to Cole Litho. Co., Chicago, Ill.

GARCIA'S CHOICE:—37,969 (United Registration Bureau). For cigars and cigarettes. Registered January 17, 1913, by Manuel Garcia, Tampa, Fla., January 24, 1921.

TRIANON:—40,692 (T. M. A.). For cigarettes Registered April 12, 1918, by E. T. Guino, New York City. Transferred to Efthimios D. Stekas, New York City, February 4, 1921.

TOBACCO GROWING IN QUEBEC PROVINCE

Consul Dennison, of Quebec, Canada, reports that the cultivation of tobacco is increasing throughout the Province of Quebec, and that the success of the cultivation seems assured by the selection of native varieties. Certain counties between Lake Saint Peter and the Island of Montreal have a well-developed system of tobacco growing and supply practically half of the tobacco grown in the Province. During 1920 it is estimated that 33,000 acres were under tobacco cultivation in Quebec Province; 800 pounds to an acre is reported to be the average yield and the average selling price during the past year is given as 25 cents a pound, although in the previous year the average price obtained was 50 cents a pound.

A LONG WHILE BETWEEN SMOKES

"Six years ago," said Smithson, "I made up my mind that I was smoking too much. It didn't seem to affect my health in the least, but I thought it a foolish waste of money, and I decided to give it up."

"A very sensible idea," remarked Brownlow.

"So I thought at the time, I reckoned up as closely as I could how much I had been spending each day on cigars and tobacco. That sum I set aside each morning and started a banking account with it. I wanted to be able to show exactly how much I had saved by not smoking."

"And how did it work?" inquired Brownlow.

"At the end of six years I had £150 in the bank."

"Good! Could you let me—"

"And a few days later,' interrupted Smithson, "last Tuesday, in fact—the bank failed. You haven't got a cigar about you have you?"—Ex.

The Bannan-Braelow Company, with an authorized capital, has been incorporated at 700 Broad Street, Newark, N. J., to engage in the cigar and tobacco business. The incorporators are Harry A. Braelow and J. A. Klein, of Newark, and Harry Silverstein, of Milburn, N. J.

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
General Office and Factory, TAMPA, FLA.
Eastern Office 222 Pearl St. New York
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Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

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145 WATER STREET --- NEW YORK

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.
G. O. TUCK & CO.
BRANCH
INTERNATIONAL PLANTERS CORPORATION
280 BROADWAY : : : NEW YORK, N. Y.
Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

THE MOEHLE LITHOGRAPHIC CO.
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HIGH GRADE CIGAR LABELS AND BANDS
170 WEST RANDOLPH ST., CHICAGO, ILL.
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Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, Pres. J. A VOICE, Secy. & Gen'l. Manager
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LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
383 Monroe Avenue Detroit, Mich.
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

High Grade Cigar Labels
WE have just purchased the entire stock of the exceptionally fine line of Labels formerly lithographed and carried by Louis E. Neumann & Co. This complete line, together with our own and those formerly made by Krueger & Braun, is now being offered at exceptionally low prices to close them out. Editions run from 2000 sets upwards. **Good opportunity to obtain a private label in small lots.**
SAMPLES FURNISHED ON APPLICATION
Wm. Steiner Sons & Co.
257 to 265 West 17th St. New York City

GEO. SCHLEGEL
22nd St. and Second Ave., NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET, LOUIS G. CAVA, Mgr.

SHADEGROWN

Connecticut, Florida

and

Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

131-133 Water St., New York City

VOLUME 41 NO. 6

The TOBACCO WORLD

MARCH 15, 1921

LIBRARY RECEIVED MAR 14 1921

The Wolverine Bunch Breaker

(A Little Machine That Does Big Things)

Will do single binder work with the most tende binders, thereby saving 35% to 50% of the binder cost.

Some manufacturers claim a saving of ONE AND ONE HALF POUNDS OF DRY BINDERS (not stripped booked stock) on a thousand bunches, with a high grade Wisconsin binder. On a more tender binder the saving is greater.

Increases production more than 40%.

Price $25.00 (Not sold with Bunch Breaker's Table)

SOME OF THE SATISFIED USERS

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Ohio Branches 616 Machines
Rauch Cigar Co., Indianapolis, Ind.
Indiana Branches 70 Machines
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New Jersey Branches 22 Machines

Shipped on 30 Days' Free Trial By Prepaid Express

If Not Entirely Satisfactory Can Be Returned AT OUR EXPENSE

Write for One Today

PULTE-KORRECK MACHINE CO.

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West Michigan Machine & Tool Co.

Grand Rapids -:- -:- -:- Michigan

"NOT FOR SALE"

was the sign that greeted all who tried to purchase—

SWEET CAPORAL CIGARETTES

OVER 40 years ago they were the "personal cigarette" of Francis S. Kinney, a wealthy Virginian, and not for sale. Finally the demand for them became so great that he agreed to manufacture Sweet Caporals for the public.

That was over 40 years ago, and their popularity has never waned—

because

—they were the first American cigarette, the first blended cigarette—the first pure and mild cigarette ever made—

—the London Lancet, the world's leading medical journal, says: "Sweet Caporals are the purest form in which tobacco can be smoked"—

but, what counts most

because the smoker likes 'em

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MADE IN BOND

FINE HABANA CIGARS

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A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER

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La Flor de Portuondo

Established 1869

GENUINE

Juan F. Portuondo

Cuban Hand-Made CIGARS

The Juan F. Portuondo Cigar Mfg. Co.
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MURIEL CIGAR

The Recognized Standard of Cigar Quality and the Recognized Standard of Cigar Value.

Muriel's pre-eminent popularity is due solely to Muriel's incomparable and unchangeable Quality.

P. LORILLARD COMPANY
119 West 40th Street, New York City.

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OTTO EISENLOHR & BROS. INC.
PHILADELPHIA —— EST. 1850

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FOR SALE—Himoff Stem Crusher Model A-1 and Scrap Cutter Model C-6. Also Scrap Cleaner (blowing system) and Scrap Sifter (special design). Also quantity shaped moulds 418382, new and used. Reasonable prices. Address Box 407, care of "Tobacco World."

FOR SALE—Zinc-lined Humidors, single and double compartments, capacity 15,000 to 35,000 packed cigars, excellent construction; 1500 round cans 50's, 4¾ x 5 diameter, and Air Conditioning Machine—small size. Attractive prices. Also 200 pounds Satinfoil. Address Box 409, care of "Tobacco World."

FOR SALE—Old-established cigar manufacturing business with small-established trade and several well-known brands. Located in New York. Excellent opportunity for one or two aggressive young men. Address Box 405, c/o T. W.

FOR SALE—CIGAR LABELS AND BANDS; large and small quantities. Address American Box Supply Co., 383 Monroe Avenue, Detroit, Mich.

GENUINE HAVANA SCRAPS: 45 cents per pound. CONNECTICUT CIGAR SCRAPS: 15 cents per pound. PICADURA SCRAPS: 12 cents per pound. Samples sent on request. J. J. Friedman, 285 Metropolitan Avenue, Brooklyn, N. Y.

WANTED

CIGARS WANTED for jobbing trade in Lancaster County. Small or medium sized cigar manufacturer preferred. Cigars must be reliable and uniform at all times. Address Cash, Box 423, Lititz, Pa.

SALESMAN WANTED—A high class salesman wanted to represent Tampa concern in East and Middle West on strictly commission basis. A splendid opportunity for the right man. Address Box 415, c/o T. W.

CIGAR LABELS WANTED—Will buy small or large quantities of discontinued cigar labels and bands. Send samples with quantities and full particulars. Address Box A-212, care of "Tobacco World."

The Tobacco World
Established 1881

Volume 41 March 15, 1921 No. 6

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.

Cigar Boxes of Quality

must be made from **Spanish Cedar**

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Emery standard and uniform grades save waste and increase production.

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For Gentlemen of Good Taste

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"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Dumuclh
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Sound Porto Rico
stripped and booked is not plentiful but we are in position to offer such tobacco, in various grades, at reasonable figures.

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THE TOBACCO WORLD

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A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

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Happenings at Washington of Trade Interest

(Special from THE TOBACCO WORLD'S Washington Bureau.)

EVERY effort will be made to improve the postal service, according to Postmaster General Will H. Hays. At the same time, Mr. Hays declares, the welfare of the employees is not to be lost sight of. No attempt will be made to run the postal service for profit, but neither will he permit it to be used for politics. His aim will be to attain the maximum of service with the least cost to the public and the best possible working conditions for the employees.

"The postal service is not an institution for profit or politics," said the new Postmaster General shortly after taking over the control of the department. "It is an institution for service, and it is the President's purpose that every effort shall be made to improve that service."

One of the first problems to be taken up by the new administration is that of furnishing the business men of the country with better service. It is planned to improve and expand the parcel post service materially, and efforts will also be made to bring the handling of first-class mail to the maximum of efficiency.

The Government has announced its intention to appeal to the Circuit Court of Appeals the case of the Pennsylvania Knitting Mills Company, relating to salary payments, recently decided in the United States District Court for the Eastern District of Pennsylvania.

This action is taken by the Government because of the fact that the principle in this case applies to concerns in every line of business, and will determine the Government's ability to collect many millions of dollars in taxes.

The Corporation Excise Tax Act of 1909 provided for the deduction of "ordinary and necessary expenses" of a business, and other deductions, in arriving at the net income, which was the measure of the tax.

The knitting company, in July, 1909, a few days prior to the signing by the President of the Excise Tax Act of August 5, increased the salary of its president from $5000 to $15,000 a year. The Government contended that $15,000 of this increased salary was not an ordinary and necessary business expense, but a distribution of profits based upon stock earnings.

The District Court took the position that Congress had the right to limit the amount of salaries to be paid, but had not done so in restricting the deductions to ordinary and necessary expenses, and the Government appeals from that decision.

Information as to what steps are being taken by manufacturers, jobbers and retail merchants all over the country to cut down their operating expenses during the present business depression is being sought in a survey that is being made by the United States Chamber of Commerce.

In a letter of inquiry sent out by the chamber to thousands of business men, they are asked a number of questions designed to bring out this information, among them the following:

"What are you doing to reduce your personnel cost to a normal basis? What have you done to reduce your publicity costs to a normal basis? State separately the approximate percentage of your reduction in service. Have you reduced your volume of credit business? Have you effected a saving by shortening time on charge accounts?"

In addition, business men are requested to give any information they may be able to furnish, and which is not specifically asked for in the letter, which may help in solving the question of lowering the cost of merchandise to a normal basis.

A decided falling off in our foreign trade is shown by export and import figures for the month of January, just compiled by the Department of Commerce. The imports for the month touched the lowest total for any month since February, 1918, the report shows.

Exports of merchandise during January totaled $655,000,000 in value, as compared with $721,000,000 in December and $722,000,000 in January, 1920. For the seven months of the fiscal year ended with January, our export trade amounted to $4,638,000,000, as compared with $4,585,000,000 for the same period of the preceding fiscal year.

During January, our imports amounted to $209,000,000, as compared with $266,000,000 in December and $474,000,000 in January 1920. For the seven-month period the total imports were $2,543,000,000, against $2,768,000,000 in the same period of the preceding fiscal year.

The excess of exports over imports in January was $466,000,000, against $248,000,000 in the same month of last year, and with the exception of December, 1920, is the largest monthly excess of exports since June, 1919. For the seven-month period, the excess of exports over imports was $1,095,000,000, as compared with $1,817,000,000 for the same period last year.

Revision of the tariff will be taken up before any efforts are made to revise the revenue law, according to Representative Fordney, chairman of the House Ways and Means Committee, who, with Senator Penrose, chairman of the Senate Finance Committee, is drawing up the programme which will be followed during the coming special session of Congress. Revenue can well be deferred, it is pointed out, because any changes in the revenue law will not become fully operative until the first of next year, when the work of making up the returns for 1921 is begun by business men.

The question of tariff and revenue was fully discussed March 7 at a dinner at the White House, when President Harding conferred with Republican leaders. These men will lay their programme before the President within a few days. It is planned to have the Finance and Ways and Means Committees get together aid appoint a joint sub-committee which will draw up and present formal recommendations.

The passage of an emergency tariff bill is favored by the President, to be effective until a permanent measure can be drafted and passed to replace the present law. The enactment of a temporary bill would enable Congress to spend more time on the permanent measure and give it the consideration necessary if the law is to be kept in force for any length of time after normal conditions return. It is believed, however, that the temporary legislation favored by the President would be more moderate than the emergency tariff bill passed by Congress and vetoed by President Wilson.

While tariff matters must be disposed of first, it is not to be taken for granted that revenue revision will be delayed for any length of time. On the contrary, it is planned to take up both subjects during the extra session. Tariff will be disposed of first, however, because any tariff measure that is passed can be made fully effective within a short time after the President's approval of it, while, as stated, revenue revision, except in a few instances, would not be effective until next year. With a tariff law passed, the Government would almost immediately begin to get increased customs receipts, while the industries of the country would be protected against foreign invasion of their markets.

Speed in passing tariff will be one of the main problems. The bill will be ready for submission to the House within a very few days of the convening of the session. Once it is past the House, that body can proceed wtih the consideration of revenue revision, while the Senate wrestles with the tariff. It is expected that the Senate Finance Committee will hold hearings on the subject, going over practically the same ground covered last month during the hearings by the Ways and Means Committee.

"THE ORIENT DAWN"

We have just received a copy of the first number of a new and independent magazine called "Orient-Dawn," which is composed of both an English as well as a Dutch section, and we congratulate the publisher, Mr. A. A. van der Kolk, Buitenzorg, Java, on launching out on these original lines. All who wish to subscribe to or advertise in a first-class journal should lose no time in communicating with the publisher. To those wishing to do business with the Dutch East Indies we can recommend the above-named magazine as an advertising medium.

WALTER R. REYNOLDS DEAD

Walter R. Reynolds, vice-president and director of the R. J. Reynolds Tobacco Company, died at Winston-Salem, N. C., on March 6, aged fifty-four years. He was a brother of the late R. J. Reynolds, founder of the company, and of William A. Reynolds, the president.

Mr. Reynolds was connected with the tobacco business through practically his entire business life. Previous to joining his brother at Winston-Salem in 1882, he was a member of the firm of Critz & Reynolds, of Bristol, Va.-Tenn. He was buyer of supplies for the R. J. Reynolds Company, and was also responsible for the manufacturing department.

Mr. Reynolds was a Virginia gentleman of the old school; than which there can be no higher title.

GEORGE WASHINGTON WATTS DEAD

George Washington Watts died at Durham, N. C., on March 7. Mr. Watts was born in Cumberland, Md., in 1851. He was graduated from the University of Virginia and entered his father's tobacco business in Baltimore. He was later associated with the Duke tobacco interests in which he was a prominent figure and with other large manufacturing concerns.

He was a director of the Seaboard Air Line, Republic Iron and Steel Company and Virginia-Carolina Chemical Company.

Mr. Watts was especially prominent in religious affairs and philanthropy, endowed the Watts Hospital at Durham with a $500,000 building and a million dollars besides. Large contributor to foreign missions in Korea, China and Africa, and a heavy contributor to several colleges.

He was greatly respected and loved.

THE EARLY DAYS OF TOBACCO

When tobacco was first introduced into England —which, by the way, was probably in 1586, by Ralph Lane, the first Governor of Virginia, and Sir Francis Drake—it was decidedly costly. Three years after its introduction, according to Mr. Macartney, in the "Connoisseur" (U. S. A.) it was sold at seventy-five cents an ounce, and in those days a dollar had about six times the purchasing power the same amount now possesses. One dollar and twenty-five cents was paid in 1626 for one-half pound. The early English pipes were, accordingly, small, holding hardly more than the quaint little pipes which the Japanese still use today. In fact, the first pipes smoked by poorer folk were manufactured out of walnut shells, though this primitive material was soon displaced by clay. The "quality" had some silver pipes, for Sir Walter Raleigh, who, according to the old authority, "took a pipe of tobacco a little before he went to the scaffolde," had created a considerable scandal some years before by smoking out of a silver pipe when he went to watch the execution of his friend, the Earl of Essex. There is a pipe in the Wallace Collection which is said to have belonged to Sir Walter Raleigh, and though this is somewhat improbable, it shows, at any rate, the size of the early English pipes.

Consul H. L. Washington cabled from Liverpool, March 1, 1921, to the effect that the Mercy Docks and Harbor Board has discontinued the restriction on the importation of tobacco in bales.

Business Building

By a trained Business Man and Advertiser
Written especially for
THE TOBACCO WORLD
by A.E.P.

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LET me whisper in your ear, Friend Dealer. They do say, with their finger on their lips, that business is a leetle slow with some. But they don't talk it out loud for fear of making folks timid.

Perhaps—I say "perhaps," mind you—it is a trifle slow with you, too.

If so, what are you going to do about it? Are you going to sit tight, masticating the muslin, and occasionally putting forth some dark brown words; or, are you going to shake the grate, put on some draft, and try to brighten the fire a little? It may do no good, but it is worth thinking over.

Let's think! We can start on the proved assumption that men will smoke. They will do without good clothes, without luxuries, without fancy food, but they won't do without their smokes.

Many a smoker is now put to it to know just what to do. Why not help him! Help him to obtain much smoking, and good smoking, with small money.

Can you dig out a small, good, low-priced cigar, which will please generally? The Vice-President of the United States smokes stogies. Does he give you an idea? Can you think up a tobacco which will please the popular fancy when consumed in a jimmy pipe?

If you can decide on any one thing then push it during these dull times for all it is worth. Concentrate on it. Tell how and why you discovered it, and swing as many customers to it as possible. The very fact that you are trying to solve their smoking problem will make them feel kindly towards you even if nothing else results.

HE must be doing a fine business, because his store is full and bulging with stock." That is what one dealer said to himself as he looked into the store of a competitor.

If your brain should re-act the same way in going into a similar store, you too might draw an incorrect conclusion from a promising premise. A store packed with goods is not necessarily a sign of prosperity. It may simply be old fashioned, and its trade may be drying up.

The old-fashioned merchant was a good-natured chap and an easy mark for shrewd salesmen. When these salesmen saw that he had vacant space they all spread themselves to sell him all the goods they could until his store was packed. And the poor fellow often fell for it.

Consequently he had dead horses, and shelf-worn stock, and dust collectors. Likewise he had all his money tied up where it was sluggish as molasses in winter.

The modern dealer don't do so. He studies the wants of his people closely as a government expert studies an income tax blank. He buys what they want and he buys in small quantities. He buys for cash or short time so he gets the best prices, terms and goods.

Having small quantities he has a large variety, so he can please all tastes. Then he carefully studies his turnover, watches his sales like a hawk, finds what people prefer, and displays, pushes and sells those turnovers for all he is worth. And trade is good with him, thank you.

A NATIONAL trait with the people of this country seems to be embarking in business in which they know the least.

And they fail. Mostly. When they don't know the business.

The commercial agencies state that the principal cause of failures is lack of business knowledge.

Do you get it?

It isn't want of capital, or neglecting the business or putting a little crimp in the Dry Act.

And this fault, which is busting up more retailers than any other cause, is the most easily corrected.

Get business knowledge of your particular business and you have the best possible insurance to save it from the rocks. And the getting of this knowledge is ridiculously easy. The Tobacco World, and the other trade papers, will continually hand you business knowledge, worth its weight in gold, as fast as your brain is able to absorb it.

This Business Building Department keeps pounding away, encouraging you to continue the good work of knowledge-getting, and it also hands you oodles of the stuff, gleaned from the best sources.

Every traveling salesman who calls on you can hand you at least one valuable fact every time he calls, if you will but show an interest in receiving it.

If you will visit around among other dealers in your line, and "talk shop" you will find that every dealer will tell you something of real worth.

Business Knowledge is the cheapest thing to get; the most valuable thing to have.

SOME one asked a great editor what made his newspaper so successful, and he replied that it was not what he put in it, but what he left out.

So, also, the manager of a chain of grocery stores remarked that one of the largest factors in the success of their company was what they left out of their stores.

(Continued on Page 20)

LEAF MARKET JOTTINGS

LATE reports from Lancaster County indicate that about three-fourths of the tobacco crop has been bought, and much of it has been delivered. Buying stopped all at once about the first of March and the upper end of the county was pretty well cleaned up, but there are occasional good crops which are being held out by the growers, because they know that the quality will command a good price later. There is a considerable percentage of the crop remaining in the southern section, which generally occurs.

Around New Holland, some local packers bought good crops at 20 and 5 and 25 cents a pound for select wrappers. One packer bought enough to pack 1000 cases at from 16 to 18 cents.

The stockholders of the Lancaster County Tobacco Growers' Company, which is the packing end of the Lancaster County Tobacco Growers' Association, has authorized the directors to increase the capital stock at their discretion. The present capital of $100.000 is sufficient at present, but the increase is authorized for emergency.

The "Lancaster County Examiner" says: "There is probably greater variation in the quality of tobacco in different crops this year than had previously occurred in this county for many years. The crop grew well in the fields, but there came several days of warm, mucky weather shortly after most of it was in the sheds which caused serious and widespread damage."

A communication to "The Public Ledger" on March 11, was as follows: "Eight carloads of kiln-dried tobacco have been shipped from Meads & Company, of Red Lion, to the port of Philadelphia for export to Europe. A big percentage of this tobacco, except for the process through which it is put at the Meads plant, making it fit for consumption in Europe, would have been almost a complete loss, owing to unfitness for domestic use, due to poor curing weather last autumn. Prices paid for this tobacco ranged from seven to twelve cents per pound for wrappers and one to three cents per pound for fillers, while the prices for tobacco for domestic use have been above these."

What advices we have received from Wisconsin show that things are moving along in deliveries and sorting with very few sales, and little desirable leaf in first hands.

As to future prospects, the March 4 editorial of the "Wisconsin Tobacco Reporter" is interesting and valuable, and we quote a few excerpts as follows:

"In the sections of the State where years and years of tobacco culture has proven that the soil is capable, under proper cultivation, to produce good binder leaf tobacco, the 1921 season is likely to produce the average acreage of the weed. One of the younger farmers in the southern part of the State, living in the real tobacco belt, on being approached on the probable acreage during the coming season, said: 'There is no likelihood of any curtailing of the acreage where soil conditions are right, whether the farmers have sold their 1920 crop or not. We have experienced a slow market in times past, and often had to wait before we could sell our tobacco, but by and by we have always found that somebody wanted it and took it at a price that left us in shape to continue the policy of raising tobacco as an annual crop. The 1920 unsold tobacco may have to wait in storage, perhaps until the 1921 crop, if this proves to be a good one, is out of the way; but it will be taken care of.'"

In the Connecticut Valley, the buyers are moving among the growers, but no transactions are noted, as the margin between the price offered and the price demanded is too wide to be bridged. Many of the buyers refuse to consider the purchase of low grades as there is no market for them at any price.

The general opinion is that buyers will not consider the high prices demanded by the growers, until the tobacco has been regularly sweated, and there is considerable trouble in regard to crops already purchased and refused acceptance by the buyers because they do not conform to stipulations as to quality and condition.

In the Southern market, sales are drawing to a close, and by April 1, practically all markets in Virginia and North Carolina will be closed down.

In Virginia the president of the Danville Tobacco Association reports sales for February, 1921, of 11,889,363 pounds at an average of $25.98, and sales for the season to March 1, of 48,638,800 pounds at an average of $27.42. These averages are about one-half of 1920 averages.

Bankers and members of tobacco associations in the bright belt of Virginia and North Carolina held a meeting in Richmond, Va., in February, and sent out another warning to tobacco growers that unless they cut their crops at least fifty per cent. of last year's acreage, they will suffer great hardships in getting credits. The banks claim that they will be forced to restrict credits.

At Lynchburg, Va., all good grades have been in strong demand. Wrappers have been eagerly sought after, and choice lots have brought as high as $82. Very bright prospects for all desirable grades, but a gloomy outlook for very common stock. At Richmond, heavy deliveries of common and slightly damaged tobacco forced the weekly average down to $8.40.

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Our Tobacco Products in the Realignment of Foreign Trade

ALFRED THOMAS MARKS.

WITH the realignment of foreign trade which is facing all of our industries, the producers of tobacco, both manufactured and in the leaf, are vitally concerned. This for two reasons—the chief of which is that, as we know, our principal competitors in these lines are again reaching out and using every available means to recapture their before-the-war markets all over the world, and—second—producing conditions in our own country are fast assuming new aspects.

This being the status of the tobacco industry, we will find it a wise and profitable plan to determine what we can do to get a firmer grip on the overseas trade and add to the good repute of our American tobacco lines and the various allied products.

What we may term the new alignment of our tobacco export trade, while it records material losses in some countries, nevertheless shows a net increase in the nine months of 1920 ended on September 30 of $18,153,655. Taking a closer view of the figures we find that our tobacco exports to China, Australia and Belgium decreased in the nine months stated fully one-third under those for the corresponding nine months of 1919, while the Netherlands took only 50 per cent. of the amount in the nine months of this year it bought in the first nine months of last year. As against this, we find that in the nine months of 1920 our tobacco exports to Great Britain slightly more than held their own, those to Canada jumped 50 per cent. and those to France and Italy increased fully one-third. Furthermore, going into details, we find that in the first nine months of 1920 our exports of cigarettes increased $6,726,282 over the corresponding period of last year; cigars, smoking and plug tobaccos decreased this year $1,305,886; leaf tobacco exports this year increased $12,462,180, and stems, etc., increased $271,079.

This, in brief, indicates what is meant by the realignment of our foreign trade—losses in some markets, gains in others; losing our grip in some places and strengthening it in others. The reasons for this changed and changing distribution of our tobacco products the writer will not deal with at this time. Rather will we profit more by a careful analysis of what we can do to clinch the greatest possible volume of the trade.

A point the writer wishes to underscore here is that, in the evolution of foreign trade upon which we are now entering, two factors stand out prominently. These are the extent to which selling prices affect our sales volume, and, as bearing directly upon this phase, the possible decline in our producing costs.

It must be conceded that, until recently, the matter of direct price competition has not been an outstanding feature of our tobacco trade in foreign markets. The reason for this of course is easily arrived at. In such markets as we have been supplying—and they include many of the civilized countries—there has been no competition to speak of, and to a considerable extent it has been a case of take our tobaccos at our prices or get none at any price.

Now, however, judging from all indications, we are about to face decidedly changed world-conditions in the distribution of our tobaccos, both manufactured and unmanufactured, and with the possible results of these changes it will be the part of wisdom for our exporters to familiarize themselves at this time.

While there is no apparent need that we should at this moment unduly concern ourselves about the matter of European competition, it will nevertheless assist us in the readjustment process now at hand to know on what grounds we are to meet competition and how this competition will shape itself—whether we must furnish a better cigar or cigarette at the same price of the foreign product, or as good quality at a lower price, or—as will doubtless occur in the better and larger markets—match quality with quality and direct our efforts toward a straight-out underpricing policy. In not a few markets the question will doubtless resolve itself into the matter of price entirely, with quality a secondary feature if it is considered at all. Strange to say, in some corners of the earth a cigar is a cigar and a cigarette is a cigarette, and that's all there is of it.

As bearing somewhat on this matter of price and competition is the suggestion of one of the commercial attaches of a foreign embassy in Washington, with whom the writer talked a few days ago. Said he, referring to the present tobacco export trade of a European country: "It would doubtless conduce to a better and more profitable understanding if the plan of 'prior entry' in a market were observed by the United States and my country, and if each country conceded and protected the rights of the other in having a prior claim to the trade it has cultivated and secured by its own efforts. To be more explicit, take a market where our manufacturers have preceded the Americans and have built up a good demand for, say, a line of high-grade cigars. If the prior entry plan were observed the American exporters would put their efforts on the sale of tobacco goods of other grades and kinds, leaving the earlier comers to meet the demands for the line on which it won the trade. And the other way about—we could respect the priority rights of the Americans where the latter have built up a demand on a certain line or kind of tobacco products. Thus the two countries would work together in the foreign markets, avoid direct competition and do away with the necessity for price-cutting. Of course, this is only a suggestion, and it may be entirely too Utopian for our day and generation."

The scheme is interesting, if nothing more, but it is doubtful if it could be brought about this side of the millenium, if then.

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(*Continued from Page 11*)

The Bureau of Foreign and Domestic Commerce, Department of Commerce, reports having received a number of complaints from Latin-American and European countries of goods shipped buyers there which did not conform in all respects to samples and specifications. This is said to have caused rather annoying complications and some decidedly acrimonious correspondence. But the most injurious effect has been to, in a serious degree, discredit our goods in such markets and wherever it is known. Incidents of this kind, needless to say, are "played up" to the limit by unscrupulous competitors, always to the decided disadvantage of our American products and to the advantage of competing lines. It will be well for our exporters to keep the matter in mind.

Another cause for a number of complaints lodged with our trade representatives abroad is the non-protection of prices—in other words, selling at a price which, due to subsequent developments or conditions, is found to be unprofitable, and the orders remaining unfilled for this reason. Probably nothing can injure our trade reputation in foreign countries quite so much as to fail to deliver the goods we sell, no matter what may be our reason for not doing so. With the present rapidly-changing manufacturing conditions in the United States this matter should be given close attention as of first importance in our foreign business building. It is frequently "good business" to take a loss on an order for the sake of future trade.

One of the debatable questions which have arisen recently, brought about by the lowered value of much of the world's money, concerns the advisability of extended credits. I say "debatable" for the reason that there is much to be said on both sides of the proposition. It would seem, however, that those who favor extension of credits beyond usual periods of time are having a shade the better of the argument. It is plain, as has been repeatedly pointed out, that there is much to be gained if our exporters even strain a point in "carrying" a foreign customer—always conceding that the said customer be responsible and of established reputation for honesty. Conditions of exchange in various foreign countries, as is well known, are putting a severe strain on every importer in those countries, and where our tobacco products exporters can safely go to their assistance, and to an extent help to steady them until something like normal conditions return, it would seem to be for us the greatest advertising stunt that any country could ask for its trade and its traders. This is not intended as favoring the transfer of the trade risks of the foreign merchants to the shoulders of our own traders. It is simply the extending of credit for six months where 90 days has been customary, or for four months where payment has been required heretofore in 60 days—and where credit of any length is already granted it would be only the extension of such credit, and not endangering or increasing the risk in any way whatsoever. That is what it actually means to the American exporter. But what it means to the foreigner, who has to put up four or five dollars' worth of his money against every American dollar's worth of goods, far exceeds that. It would mean, in many cases, giving him something like a new lease on his business life. We may say and believe that sentiment has no place in business—and in a very restricted sense this is true—but it cannot well be controverted that help of this kind extended the foreign buyer of our goods in his emergency will come back to us many-fold, and will serve to effectively clinch many markets for all time which would otherwise in all likelihood drift back to old alignments and buy from our competitors. If this be sentiment—then let us have more of it, for it is the kind that not only makes us proud to know that we are Americans, but repays our helping hand by substantial and permanent returns.

HIGH DEALER LICENSE PROPOSED

A bill has been recently introduced in the House of Representatives of the State of Pennsylvania providing for the licensing of cigar and tobacco manufacturers and dealers. This bill requires a license of $25 in townships, $50 in boroughs, $100 in cities of the third class, $175 in cities of the second class and $200 in cities of the first class.

It further requires that all applicants for license shall file a petition with the clerk of the court of the county in which he is located and that such petition shall be printed in the newspapers and in the designated legal journal once a week for three successive weeks.

The bill had been referred to the Ways and Means Committee, and it is hoped that this will be the last of it.

A NEW CIGAR CHAIN STARTING

There has recently been incorporated a new chain of cigar stores under the name of The Royal Blue Cigar Stores Company. Operations will at first be confined to New York, and the first store will be opened at Columbus Avenue and Sixty-sixth Street.

As suggestive of the name, all the stores will carry the distinctive color effects of royal blue with white and gold.

These stores will carry a complete line of all the well-known brands of cigars, and also a good line of pipes and smokers' supplies.

WELFARE BOARD SAYS TOBACCO A NECESSITY

At a meeting of the Muskegon Welfare Board, of Muskegon, Mich., the city physician stated that he considered tobacco a necessity and he thought it should be given to the poor and needy in conjunction with food.

The Welfare Board considered the request favorably and have decided that in the future tobacco should be given, in addition to food, to the destitute.

"UNITED" BUYS REYNOLDS' STOCK

It is understood that the United Retail Stores Corporation has purchased from the Estate of R. J. Reynolds a large block of the R. J. Reynolds Tobacco Company Class "B" common stock.

The R. J. Reynolds Tobacco Company is one of the largest manufacturers of cigarettes in the world.

"CINCO" DISTRIBUTOR FOR NEWARK

Schwarz & Son, a well-known jobbing house of Newark, N. J., are announced as distributors for Otto Eisenlohr & Bros., Inc., for the territory in and about Newark, Elizabeth and Paterson.

Heretofore this section had been covered direct from Philadelphia headquarters.

Talks By The Traveling Man

By Frank Farrington

AS I walked through the smoking car on a B. R. T. local, I saw down in the far end of the car a hat I thought I recognized. It was one of those new-shaped soft hats in a—well, not too quite shade of brown. I had seen that hat, I was sure, back in Kickport in a cigar store, on the head of a traveling salesman I know, Dick Somers by name.

As I came along to where the owner of the hat sat, he looked up and saw me. It was Dick, and he motioned me to sit down with him.

"Do you have to wear that kind of a hat because there is something the matter with your head?" I asked him.

"Say," he said, "You fellows up in this neck of the woods are always about a year behind on the styles. When a fellow comes along who dresses half way up to date, you think he's some kind of a freak. I don't believe you ever give a thought to the fashions."

"Well, maybe we do think more up here about what a fellow has in his head than what he has on it." I retorted. "We don't care so much about what a fellow wears as about what he is."

"You make a mistake in thinking the clothes don't amount to anything except to keep you warm," said Somers, vehemently. "Don't you know that what a man wears tells you something about what he is. I'll go farther than that and say that what a man wears has a good deal to do with what he is and what he gets to be. Now, you make fun of my hat, but all the same, you know that because I've got an up-to-date hat. I take some thought about how I look when I go out on the road. You know I'm no cheap piker or I couldn't afford to get a new hat at every turn of the season. And if you really think it over, and you might at that, because you're a pretty wise kind of a guy, you know that a well-dressed salesman with an up-to-date look isn't going to be out traveling for a house that puts out a cheap grocery and news-stand kind of cigar. Ain't it so?"

I couldn't deny that he spoke the truth, though that did not interfere with my dislike for the new styles in hats. But Somers went on:

"Now, you take the average cigar dealer, take Tom Jordan, for instance. Tom is a darned good fellow, isn't he. You like him and so do I. He has a good many friends and he's a popular enough chap, but you and I know he isn't making good in his store. I know it, because I see him out on the street wearing a suit that is all wrinkled and baggy and out of date, and what's worse, we see him in his shop with a coat on that's none too tidy and that's minus a button or two and frayed at the edges. He doesn't look nifty and neat. When you and I and other good friends get to talking with him, we may forget all about his clothes, though its rather hard to do. Naturally the first reason we think of for a man not getting clothes that look right, is that he hasn't got the price, so we figure he isn't getting the business, that he's kind o' falling down on his store job. If he was a successful business man, he would look the part, and believe me or not, looking the part would help him to be a successful business man.

"You're a good friend of Jordan's and so am I, and if we were living in Kickport all the time and buying our smokes there, we'd patronize Tom because he is our friend. But, in spite of our friendliness, our opinion of his store would be influenced by his personal appearance. We couldn't help it. And if we are prejudiced in his favor as friends and still ready to criticize his clothes, what about the fellows who don't know him but have to judge entirely by his looks? What about the strangers, the new men whose business he would like to get? What will they think about a sloppy-looking cigar dealer? And what do his fellow business men think when they see him on the street threadbare and baggy-trousered?

"If men find a cigar dealer dressed right up to the nines, his clothes all neat and well pressed, they think he and his business are alive. Everybody knows a man doesn't dress like a scare-crow from choice. If your clothes aren't right, you get credit for being a business failure. Folks are going to judge you by your clothes as sure as God made little apples."

"Yes, but they say clothes don't make the man," I ventured.

"Don't you put too much stock in that. Of course, it's true in a way. We all know some fellows who wear flossy clothes and are nothing but nincompoops, but those fellows are ninnies in spite of their clothes and there's no sense in blaming the clothes. Clothes don't care who wears 'em. Clothes do help a lot in making a man.

"Now, take Jordan there again. Suppose he'd get a new outfit and dress up as if he'd been left a million dollars. Then suppose he'd spruce up on his advertising, and rearrange his store and clean it up and sort o' take a new start. Wouldn't it make a difference in the way people would feel about him? Wouldn't they think his business was looking up and getting better? And don't folks like to trade at the store that's popular. Trade follows the crowd, especially in the cigar business. So, you see, clothes might have a good deal to do with a man's success.

"But that isn't just what I wanted to say about that idea that clothes don't make the man. If a man wears rough, ill-fitting clothes, he doesn't feel very proud of himself, does he? If he is dressed that way when he comes to meet a classy customer, some high-grade man whose trade he'd like to get, he feels kind of ashamed of himself, and he ought to, too. He tries to keep enough out of sight so his clothes don't show. He wants to get rid of the customer before he notices how the cigar man looks. That man behind the counter hasn't any confidence in himself, because he knows darned well that he looks like a cuss that don't amount to much. His poor clothes take away his confidence, and that makes him a poor salesman.

"On the other hand, if he comes out well enough dressed so there's nothing about his appearance to be ashamed of, he feels he's just as good as anybody, and he holds up his head and he comes a good deal nearer

(*Continued on Page 18*)

EDITORIAL COMMENT

WITH the new Administration at work in Washington and the income tax out of the way, business is due for improvement, and the retail trade already reflects a stronger spirit of confidence in buying.

And speaking of the income tax, we wonder how many appreciate the tremendous wastefulness of this system.

Rumor has it that of the amount collected by the Government about eighty cents of each dollar is spent in collecting the money and auditing the returns, and for the many other expenses connected with this cumbersome business. So much for the net results to the Government.

And business—ye gods! Depending on the size of the concern, anywhere from a day to a month prior to March 15 is devoted exclusively to collating the data demanded by the Government. The larger the concern, the more time consumed in preparing the report. If there is any nook or corner of a business that the report does not demand full particulars about, we would like to find it and crawl into it.

To return to the subject of business conditions, there is a spirit of cheerfulness in the air that has been lacking for several months. Retailers report a slow but steady improvement in sales, although the weekly averages are still far below the corresponding ones of 1920.

The cigar manufacturers in many cases appear to be disposing of all stocks on hand, and there is a temporary lull in cigar manufacturing in many sections.

No doubt as soon as these old goods are disposed of, work will start with a rush and, in all probability, the scattered reductions already in effect will become quite general.

The slight improvement in retail sales would indicate that the old merchandise is moving from the shelves and that very shortly there should be a strong improvement in the demands from the jobber.

One thing is certain, and that is that the man who gets business today must fight for it. While conditions will doubtless steadily improve as labor rates become stabilized and the credit condition in Europe improves, nevertheless the man who wants business will have to go after it for some time to come.

When prices soar as they did in the past three years, and as rapidly as they did, it must have been evident that they were bound to come down with even greater rapidity.

The worst seems to be past, but the growth from now on is going to be slow in comparison with the period we have just passed through. But this new growth will be substantial for some time to come.

We are coming back to quality production. We are going to work under new conditions. We have had quite a house-cleaning. It is for the future to show whether we are going to maintain the new standards of efficiency or drift back into the old haphazard methods of production and merchandising.

THERE is no time like the present, when business is comparatively quiet, to sit down and consider what mechanical facilitating devices now on the market can improve production standards and at the same time show economy in production costs.

There are many different kinds and styles of machines for various kinds of work now being done by hand in the majority of cigar factories.

When everything was cheap, very few firms ever paid much attention to the amount of unnecessary waste in production as long as there was a good profit at the end of the year.

Today the manufacturers who are attempting to produce efficiently find that the economies of machinery over the hand methods are almost, if not equal, to the old profit. With present costs, the amount is small, but it is something—and every little bit that will enable a manufacturer to get his prices lower and still leave him a fair profit is worthy of consideration.

We are passing rapidly into an era when machinery is doing more and more of the work in a cigar factory. Quantity production is more and more in evidence. During the busy periods it is seldom that enough skilled labor can be secured. Hence machinery must sooner or later answer the cry for production in the cigar industry, just as it has in the cigarette industry.

Don't wait until later to investigate the many mechanical facilitating devices that can be used in cigar manufacturing. Investigate them now.

DOWN in Tampa things are gradually working around to normal, and production, while far below last year, is showing a steady increase.

The salesmen are getting their samples and departing for their respective territories, and are now going after the business that has gotten away during the ten months of the strike.

While the jobbing trade is still liquidating old stocks, there is a healthy demand for clear Havana cigars. The jobbers have not forgotten these brands, which almost disappeared from the market during the strike, and there will be a hearty welcome for the salesmen of these houses when they "hit" the road again.

In the domestic manufacture of clear Havana cigars, the seal of the city of Tampa on the bottom of the box has always been a sort of hall-mark, and after all these years, the disappearance of these standard brands for a matter of ten months, will not by any means dissipate their prestige.

But it is certain that business today is to be obtained only by going after it and the Tampa cigar manufacturers will do well to invest for some years to come in tobacco trade paper advertising. This kind of advertising builds not only for orders but for good-will and prestige as well.

The Factory That Has Always Stood for "Open Shop"

From the time that Val M. Antuono first started to work as an apprentice boy in the factory which he now owns, until the present day, he has always stood steadfastly for the "Open Shop."

He knows from practical experience both as a cigar worker and a manufacturer that such a system works to the advantage of every sincere, conscientious worker—under this system both employer and employee get a square deal and no autocratic "Labor Leader" reaps the harvest of efforts of the workers nor dictates to the manufacturer how he shall conduct his business.

VAL M. ANTUONO'S PRODUCTS

C. H. S. -:- SHANNA

DUKE OF BELCOURT CIGARS

Have demonstrated that "Open Shop" conditions can produce the highest quality products in the world and at the same time give the consumer an assured supply of his favorite "smokes."

VAL M. ANTUONO

TAMPA, FLA.

Tampa Box Companies File Answer

IN answer to the complaint of the Federal Trade Commission, citing them for "unfair practice," The Tampa Box Company, Weidman, Fisher & Company, and D. N. Holway & Company have filed a joint answer denying that the public has suffered or will suffer, any injury from their contracts with the Cigar Manufacturers' Association of Tampa.

The joint answer in part is as follows:

"These respondents deny the allegation of paragraph four of the complaint, and aver and further allege that prior to and in March, 1920, and subsequent thereto, in an increasing ratio, cigars were and have been packed for sale in tin cans, and the packing in boxes is not essential to the preservation of the moisture, flavor, protection or sale of cigars. These respondents do not manufacture, nor have there at any time been manufactured within Tampa, or in its vicinity, tin cans for the packing and sale of cigars, but that prior to March, 1920, and subsequently thereto, manufacturers of cigars in Tampa, and its vicinity, have obtained large quantities of said tin cans for the purpose aforesaid from elsewhere.

"These respondents deny the allegations of paragraph five of the complaint, except that respondents admit and aver that each of these respondents on or about March 16, 1920, each acting independently of the other, did make and execute a separate contract in writing to and with the respondent Cigar Manufacturers' Association (the term respondent Cigar Manufacturers' Association being used in this answer to refer to said association as constituted by its true membership), containing the terms and provisions embodied in Exhibit A to the complaint, and these respondents are informed and believe that the respondent Cigar Manufacturers' Association since the making of the contracts aforesaid have declined to supply any of the cigar boxes purchased and contracted for by said association as aforesaid, to such competing cigar manufacturers in the city of Tampa and its vicinity, not members of the defendant association, and only to such, as refused to maintain the 'open shop' in their factories, *i. e.*, the employment of union and non-union workmen without discrimination because of membership or non-membership in a labor union.

"These respondents further aver that prior to and at the time of the execution by the said respondents severally of the contracts with the Cigar Manufacturers' Association aforesaid, the requirements and demands for cigar boxes by the cigar manufteturers manufacturing cigars in the city of Tampa and in the vicinity thereof, were greater than the combined capacities of the plants of these respondents could supply, and the prospects of the cigar trade were that the said requirements and demands would continue in the future to exceed the capacities of the plants of these respondents, and that before and at the time of the making of the contracts aforesaid, these respondents were informed and believed that the defendant Cigar Manufacturers' Association on behalf of its membership had determined in order to secure an adequate supply of cigar boxes for its members to enter into definite and binding contracts whereby an adequate supply of cigar boxes for the members of said association would be assured for a reasonable period of time in the future; and that the said Cigar Manufacturers' Association proposed to each of these respondents to enter into the contracts hereinbefore referred to, and that these respondents *bona fide* and in good faith made and executed the contracts aforesaid, representing the sale of the entire output of their plants for the period of time therein prescribed, with the option to the said Cigar Manufacturers' Association to extend such contracts and all of the obligations thereof for an additional term of one year from and after December 31, 1920.

"That prior to the making of the contracts aforesaid the business of the manufacture and sale of cigars in the city of Tampa and its vicinity has been on various occasions, and in some instances for many months, interfered with or interrupted by strikes and labor disturbances, generally brought about by attempts of labor agitators to unionize the cigar industry in Tampa and its vicinity to the extent of establishing the closed shop in all factories, and the same were subject to recur, and the interruption of said cigar business as aforesaid had at great loss and expense to these respondents necessitated the plants of the respondents at different periods to close or to be operated at less than full capacity, and the facts last mentioned, and the possibility of the recurrence thereof, furnished an additional reason and inducement rendering it advantageous for these respondents to make and execute the contracts hereinbefore alleged.

"Respondents further aver that before and at the time of the making by these respondents individually of the contracts hereinbefore alleged with the respondent Cigar Manufacturers' Association, as well as at the time of the making thereof, and at all times subsequent thereto, the combined capacities of the box plants of these respondents did not exceed approximately ten per cent. of the total quantity of cigar boxes manufactured and offered for sale by the various manufacturers of cigar boxes throughout the United States, and from said additional manufacturers of cigar boxes the cigar manufacturers in the city of Tampa and the vicinity thereof, not members of the respondent Cigar Manufacturers' Association, have been able at all times to purchase all cigar boxes desired by the cigar manufacturers last referred to, and that the cost of transporting the said cigar boxes so capable of being purchased elsewhere, to the city of Tampa and its vicinity, does not exceed 35 cents for the number of boxes required for the packing and sale of each 1000 cigars, and that the said transportation cost was in no way prohibitive to the manufacturers of cigars in the city of Tampa and its vicinity, not members of respondent Cigar Manufacturers' Association, purchasing the cigar boxes desired for their requirements elsewhere and by means thereof entering into and maintaining active, and all fair and reasonable competition between the members of the respondent Cigar Manufacturers' Association, obtaining their

(Continued on Page 18)

Corrugated Fibre Shipping Cases

GUARANTEED TO MEET ALL REQUIREMENTS FOR

Freight, Express or Parcel Post

Cheaper Than Wood.

More Quickly Packed.

Take Up Less Space.

Save in Freight and Express Charges.

F. LOZANO, SON & CO.
MANUFACTURERS OF
HAVANA CIGARS
TAMPA, FLA.

Nov. 17, 1920.

Mr. Edward E. Scharff, President,
Scharff-Koken Manufacturing Co.,
Second and Tyler Streets,
St. Louis, Mo.

Dear Sir:

We are pleased to advise you that the lot of corrugated fibre shipping cases recently purchased from you were delivered to us promptly and in good order.

The fibre cases have proven very serviceable and much time is saved in our shipping department by their use. We have not had a single complaint from our customers about breakage or pilfering in transit. This is doubtless due to the compact and well protected package secured by the use of the fibre cases and the improved method of sealing to which the cases are so readily adapted.

You may rest assured that when our supply of containers needs replenishing we will promptly communicate with you.

Very truly yours,

HSF-A

F. LOZANO, SON & CO

H. S. Fahy
Treasurer.

Are Sealed to Meet Railroad and Express Regulations.

Less Danger of Stealage.

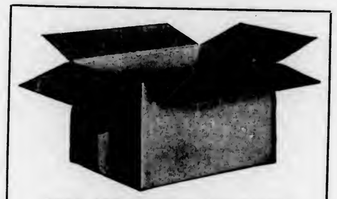
Full Instructions Furnished.

"A Dollar Saved is a Dollar Made"

Write us, stating dimensions—weight of contents—and whether used for Freight, Express or Parcel Post. We will make you very low prices and submit samples to suit your requirements.

There has been a very heavy decline in the market from last year's high prices, and it will pay you to investigate.

CORRUGATED BOXES REACH YOU IN FLAT BUNDLES, LIKE THIS



THEY ARE QUICKLY AND EASILY SET UP, LIKE THIS

SCHARFF-KOKEN MANUFACTURING CO.

ST. LOUIS, MO.

(*Continued from Page 16*)

boxes from these respondents and those not members of such association.

"These respondents further aver that since about June, 1920, there have continued to exist two additional box manufacturing plants in the vicinity of the city of Tampa, to wit, in the city of West Tampa, which is immediately adjacent, viz., the plants of the American Cigar Box Company and of the Triumph Box Company, over neither of which companies do these respondents or the Cigar Manufacturers' Association have any control whatever, and from which said last mentioned plants the cigar manufacturers in said city of Tampa and its vicinity, not members of the Cigar Manufacturers' Association, have been enabled to purchase cigar boxes since June, 1920, at fair and reasonable prices, and adequate for the packing and sale of the output of the manufacturers last aforesaid, and equivalent or nearly so to all of their prospective requirements, and which said plants at the present time are capable of producing all boxes now required by cigar manufacturers in the city of Tampa and its vicinity not members of the respondent Cigar Manufacturers' Association.

"And these respondents further allege, upon information and belief, that since the making of the contracts between these respondents and the respondent Cigar Manufacturers' Association hereinbefore alleged, that the cigar manufacturers in the city of Tampa and its vicinity, not members of the respondent Cigar Manufacturers' Association, have not produced or been capable of producing with an unlimited supply of cigar boxes available to them as much as one per cent. of the total quantity of cigars being manufactured or sold throughout the entire United States.

"These respondents deny the allegations of paragraph six of the complaint.

"And these respondents hereby rely upon the following matters of law arising upon the face of the said complaint, to wit:

"*First.*—No sufficient facts or acts are alleged or charged in the said complaint to show that these respondents have been or are using unfair methods of competition in commerce within the purview and meaning of the Act of Congress entitled 'An Act to Create a Federal Trade Commission, to Define Its Powers and Duties, and Their Purposes,' approved September 26, 1914.

"*Second.*—That the allegations of the complaint are vague, uncertain, indefinite and mere conclusions of law not undertaking to charge these respondents with unfair methods of competition in commerce.

"*Third.*—The Federal Trade Commission is without jurisdiction upon the allegations of the complaint to enter any order or decree or grant any relief against these respondents.

"*Fourth.*—Nothing is alleged in the complaint which would justify the conclusion that the public has suffered or will suffer any injury, or that any just ground for complaint exists to warrant the commission in annulling or adjudging as invalid the several contracts between these respondents and the Cigar Manufacturers' Association of Tampa.

"*Fifth.*—The allegations of the complaint are insufficient to show that these respondents have violated any of the anti-trust acts or other acts of Congress.

"And these respondents, having fully answered the complaint, pray that the same may be dismissed as to them and as to each of them."

The Traveling Man

(*Continued from Page 13*)

to meeting men on their own ground. He speaks with a good deal more authority. He is more convincing because of the way he speaks, and he speaks more convincingly because he is properly dressed. No, sir; when a man begins to let his clothes go shabby and soiled, he might as well pull in his sign, because he is on his way down. You make fun of my hat if you want to, but I want to tell you I can't afford to wear a last year's hat, and if more dealers would remember that their patrons notice how they look in their shops and on the street, they would take the time and money to get new lids and new suits, even if the new style hats aren't as becoming as the old last-year's bird's nest."

After that Somers and I fell to talking of other things, but I've thought a good many times of what he said and I have watched business men a little closer since then, and it seems to me he is pretty nearly right.

E. A. KLINE & COMPANY INCORPORATE

E. A. Kline & Company, cigar manufacturers of 339 East Ninety-third Street, New York, have been incorporated under the laws of New York. The capital stock is $110,000.

E. A. Kline & Company are manufacturers of the "Medalist" cigar.

In spite of the fact that most cigar manufacturers are complaining, the Spietz Cigar Company, of Detroit, are taking on more cigarmakers right along.

The G. H. P. Cigar Company, having completed arrangements to distribute "El Producto" cigars in New York City by forming a branch house there, are looking forward to a good business, for the demand for "El Producto" cigars has increased to such an extent that in order to give better service it was necessary to open this branch.

Frankle Brothers Company, of Youngstown, Ohio, who have been located at Federal and Phelps Streets for twenty-eight years, have removed to 21 to 28 South Hazel Street. They have increased their capitalization from $100,000 to $200,000, and will have a humidor that will hold a million cigars.

The Buckhorn Tobacco Company has been incorporated at Campbellsville, Ky., with a capital stock of $10,000 by R. T. Caskey, E. W. Willock and A. M. Willock.

The E. L. Donohue Cigar Company, of Indianapolis, Ind., has been incorporated with a capital stock of $75,000 to do a general jobbing business, by E. L. Donohue, V. G. Scheller and S. K. Renick.

The Midwest Cigar and Tobacco Company, Huntingdon, W. Va., has been incorporated with a capital stock of $100,000 by E. C. Wilson, L. M. Ross, L. W. Blankenship and L. K. Smith.

The Cuba Packers' Havana Tobacco Company, Wilmington, Del., has been chartered at Dover, with a capital stock of $1,000,000 by T. L. Croteau, M. A. Bruce and S. E. Dill.

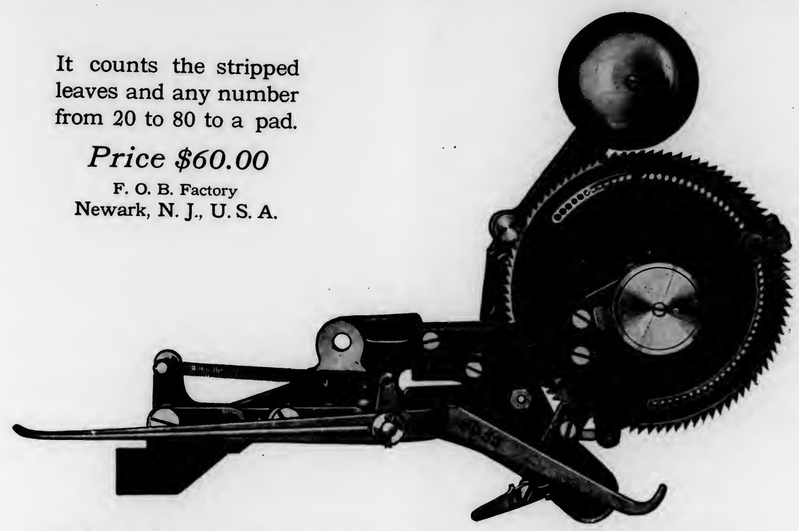
THE MODEL J

Universal Tobacco Leaf Counter

It counts the stripped leaves and any number from 20 to 80 to a pad.

Price $60.00

F. O. B. Factory
Newark, N. J., U. S. A.



THE Model J Universal Leaf Counter is an attachment for the Model M Universal Tobacco Stripping and Booking Machine. This device counts and registers the Tobacco leaves as they are fed into the Model M Machine. The number of leaves desired for a "book"or "pad," is first set on the large wheel, so that when the required quantity is booked, the Leaf Counter automatically signals the operator and resets itself at zero.

The use of the Model J Leaf Counter enables you to check correctly your cigar-makers. This is equally as fair to them as the weighing system and far more accurate. It eliminates the time and labor of weighing, because the operation of counting is automatically done while the tobacco is being stripped.

Furthermore, the use of the Model J Leaf Counter prevents the overloading of the Model M booking drum thereby eliminating the possibility of booking the leaf too tightly.

Now—Equip your Model M Universals with Model J Leaf Counters TODAY

UNIVERSAL TOBACCO MACHINE CO.

116 West 32nd Street, New York
Factory: Newark, N. J., U. S. A.

UNIVERSAL TOBACCO MACHINE CO. OF CANADA, Ltd.
108 St. Nicholas Building . . . . . Montreal, Canada

TOPIC
HAVANA CIGARS
10c. Straight, 13c., 2 for 25c
15c. Straight

The first choice among business men and after-dinner smokers, has met with wonderful success wherever placed : : :

Bobrow Brothers
Manufacturers
Philadelphia, Penna.
Makers of the famous "BOLD" cigar

LA MEGA
Clear Havana Cigar
MADE-IN-BOND

LA MEGA is made only in the finer grades.
More than 50 shapes and sizes to select from.
Prices and terms cheerfully furnished upon application.

V. GUERRA, DIAZ & CO.
TAMPA, FLA.

Business Building

(Continued from Page 9)

Just think this over, Friend Dealer, between the puffs of your favorite cigar, and when your mind is in good condition for functioning.

Do you leave out enough of the varieties of stocks you are carrying?

After you have cogitated on the subject then take a careful and critical survey of all the stock in your store.

You may not have much junk, and perhaps the amount of useless plunder will be limited. But I'll wager you will find many more shelf-lizards than you imagined, and many other things which move about as rapidly as molasses in the winter time.

Hunt 'em out. Snake 'em out. Close 'em out and get rid of them. Have a "sale" and close them all out at any old price you can get.

And then keep 'em out. Yes, if you shed the last drop of your good red blood in doing so. Keep an up-to-the-minute, snappy, quick-selling, popular, stock, every item of which has a quick turnover.

Why, the moral effect on you will be worth big money. You will be like your stock—alert, interesting, popular, wide-awake, successful.

You will whistle while you work, and that, too, will draw much trade.

EVERY one of us likes to deal with a person who thoroughly understands his business, whether he be a doctor, a plumber, or a retail dealer of candy, jewelry or cigars.

Do you qualify as an expert in your business, so people know you know it, and take pleasure in dealing with you? Do you?

Suppose a social customer should say to you, "Joe, I am very much interested in cigarettes; tell me something about them, won't you?"

Do you know so little that you would frantically hike for the timber as though a bull with sharp horns and a grievance was humping along behind you? Or, would you clear your throat and tell him such a fascinating story about cigarettes that he would sit spellbound and forget to go to supper?

Could you tell him offhand that in 1908 five billion cigarettes were smoked away in this country, and that in 1920 the number had risen to fifty billions? I just figured how far they would reach laid end to end. Took ten minutes. They would reach over two million miles. You know without figuring. Am I right?

Your customer may be an expert making his own smokes. He may even think of applying for a job.

Can you tell him he would have to speed up, that they are made by machines, and each machine will turn out one hundred and ninety thousand per day?

Can you tell him why Turkish blended are proving more popular than the straight goods, and give particulars of the blending?

And when you are through can you almost hear him telling himself that you are an expert in your business, and that you are the man who is entitled to his trade?

Can you?

Notes and Comment

Arthur Loeb, son of the late Leopold Loeb, has been made president of the Loeb-Nunez Havana Company of Philadelphia.

Spanish Government Tobacco Monopoly contracts will be renewed, between the Government, the Bank of Spain and the Compania Arrendateria Tabaccos.

E. A. Kline & Company, cigar manufacturers, 339 East Ninety-third Street, New York City, have been incorporated with a capital stock of $110,000.

The Main Cigar Company, of Cincinnati, Ohio, has been incorporated with a capital stock of $50,000 by S. D. Hachen, T. Adler, H. L. Hinton, M. Hachen and R. B. Hachen.

A. Siegel & Sons, cigar manufacturers, at Eighty-fourth Street and Second Avenue, New York City, are reported to have taken over a building at Eleventh and Sansom Streets to establish a new factory.

The China-American Tobacco Company has been incorporated at Rocky Mount, N. C., with a maximum capital of $1,000,000 by L. L. Gravely, president; Page K. Gravely, secretary, both of Rocky Mount.

B. Vieto & Company have been incorporated at Brooklyn, N. Y., with a capital of $100,000 by K. G. Stone, J. P. Dunne and C. H. Kennedy, to make tobacco products. The address is 211 Cornelia Street.

The Wholesale Tobacconists' Association, of Boston, held its annual meeting on March 2, and elected the following officers: President, Daniel O'Connell; vice-president, W. A. Shea; secretary-treasurer, Victor Assner.

John De Beer, of the tobacco brokerage firm of Wagener & De Beer, is making a visit to the American tobacco trade to observe conditions, and to visit the firm's numerous customers. The firm represents in Amsterdam several large American firms.

The firms of Edwin Alexander & Company, 118 Maiden Lane, and Charles E. Michael & Son, 173 Front Street, New York City, have taken a lease on the building at 162-164 Front Street, to which they will remove, after extensive alterations and improvements have been made.

At a meeting of the Lancaster Tobacco Growers' Association on March 14, a resolution was passed, protesting against House Bill 417, which would place a tax of $25 to $200 on every person retailing tobacco. It is thought very improbable that the bill will become a law. The association is planning a campaign throughout the district, to increase its membership.

It is estimated that about seventy per cent. of the Ohio tobacco crop has passed from the growers' hands. This includes: Little Dutch, 95 per cent.; Zimmer, 65 per cent., and Gebhardt, 50 per cent. Some of the remaining crop is unsalable, so the market seems pretty well cleaned up. There will be no general cut in the acreage of the 1921 crop.

WDC TRADE MARK

Make Your Shop Talk

YOUR store may be full of signs, cards, hangers and other "Silent Salesmen." But whether they are *extremely* silent, speak distinctly or shout in a confusing clamor depends upon good taste in arrangement.

The first element of good store display is completeness of stock—an ample supply of goods—placed where they can be seen.

Avoid jumbled masses. Strive for orderly arrangement; clean show cases; neatly placed boxes, packages and cans; pipe and tube cases always filled and placed where they can be examined with ease.

Do not use too many signs—a few good counter cards, a hanger or so will be plenty. Give all your goods a fair chance. If they're worth selling they're worth advertising and displaying.

The quality of a man's wares is often judged by appearances. Neatness invites patronage. It holds it. It's a big element in the growth of any business.

The attractive cards and rich looking W D C Pipe and Tube cases help a lot in improving the looks of a tobacco shop.

WM. DEMUTH & CO.
NEW YORK

World's Largest Pipe Manufacturers

An Old Favorite
in A New Package

"Havana Ribbon"

For 25 years "Havana Ribbon" has reigned supreme as a quality smoke. Its mild, mellow quality and seductive aroma will just suit your trade. In the snappiest packages on the market.

BAYUK BROS., INC.

Originators of the
BAYUK INIMITABLE BLEND and
BAYUK INCOMPARABLE BRANDS
Philadelphia

Two National Favorites
HYGIENICALLY-MADE

WAITT & BOND **BLACKSTONE**
Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND **TOTEM**
Imported Sumatra Wrapper
Long Filler

WAITT & BOND, Inc.
NEWARK NEW JERSEY

Leaf Market Jottings

(Continued from Page 10)

In Kentucky, the Lexington market reports offerings going from bad to worse, though there are some bright spots, where prices ranged from $62 down to about 7000 pounds at $32.57. Close to a million pounds sold for an average of $11.88.

Carlisle, average, $14; basket average, $60. Paris, floor average, $12.53. Cynthiana, $12. Paducah, 61 hogsheads of old tobacco at 17 cents a pound. Grayson, average of $18.07, ranging from $1 to $57. Frankfort, $13.40; highest, $50, and one crop average $42.22. Flemingsburg, $12 and $13. Richmond, $19.59 per hundred; highest basket price, $80. Shelbyville prices ranged from $2 to $72; one crop, average, $44; another, $43; a third, $41.06. Mt. Sterling reports sales of nearly 5,000,000 pounds at an average of $9.73, and Bowling Green seems to have about hit bottom, with sales for the season of 3,219,455 pounds at an average of $6.24. Last year to the same date it sold over 9,000,000 pounds at an average of $14.82.

Official quotations of the Louisville Leaf Tobacco Exchange are as follows:

1919, Dark Red Burley—Trash, $4 and $7; lugs, $8 for common, to $22 for good; common leaf, $9 to $15; medium, $25; good, $35; fine and selections, $45.

1919, Bright Red—Trash, $6 and $10; lugs, $11 to $25; common leaf, $16 to $22; medium, $28; good, $42; fine, $60.

1919, Colory—Trash, $7 to $12; lugs, $14 to $40; common leaf, $18 to $28; medium, $35; good, $45; fine, $65.

1920, Dark Red—Trash, $2.50 to $4; lugs, $5 to $11; common leaf, $4 to $8; medium, $11; good, $25; fine, $35.

1920, Bright Red—Trash, $3.50 to $5; lugs, $7 to $12; common leaf, $7 to $9; medium, $20; good, $30; fine, $36.

1920, Colory—Trash, $5 and $8; lugs, $9 to $16; common leaf, $9 to $12; medium, $25; good, $40; fine, $55.

1919, Dark Crop—Trash, $5.50 to $7; lugs, $6 to $10; common leaf, $8 to $13; medium, $16; good, $20; fine, $25.

1920, Dark Crop—Trash, $2 to $4; lugs, $4 to $6; common leaf, $7 to $11; good, $13; fine, $20.

TOBACCO CROP OF THE DOMINICAN REPUBLIC

The prospects for this year's crop are very poor, since, in addition to the discouragement of the present low prices offered for Dominican tobacco in foreign markets, the season has been very unfavorable for the culture of the plant. Usually farmers endeavor to plant their tobacco in December, but because of the lack of rain at that time planting had to be deferred, and it was not until late in January that weather conditions became favorable for planting. It is estimated, therefore, that the crop for the year will be about 15,000,000 pounds against yields of 40,000,000 or more pounds during the past few years.

At Your Service!

In view of the great increase in sales of Manila cigars in the United States, the Philippine Government has appointed Mr. David F. Morris, Philippine Tobacco Agent, to assist Mr. Charles A. Bond in carrying out the provisions of the Tobacco Inspection Law.

Either Mr. Bond or Mr. Morris is ready at all times to respond to a call of an importer of Manila Cigars when the condition of merchandise is in question.

THE PHILIPPINE GOVERNMENT GUARANTEE WILL BE MAINTAINED.

Detailed information and blank forms may be had on application to

CHARLES A. BOND

Tobacco Agent for the Philippine Government.

172 Front Street - New York

Phone John 1428

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.... UNION MADE ....
Patterson Bros. Tobacco Co., Tr.
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IF YOUR DEALER DOES NOT HANDLE THEM, WRITE US

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
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Manufacturer of
THE NEW
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E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla.
New York Office: 203 W. Broadway

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

"Read Your Trade Paper" Says Successful Business Man

By Ralph H. Butz

IT has been said that "as a mean readeth so will he thinketh," and also that if a man's daily diet of reading is known it will be easy to figure out what sort of man he is and will be. There is more than a little truth in these sayings. A man who reads nothing but verse is likely to think in lines that scan and rhyme. Likewise, a man who reads for the improvement of his business is likely to work out that improvement, since he will think along those lines and make or find the opportunities for improvement.

"Business reading," declared a man whose annual business is well above the million-dollar mark, "gives me, more than any other single source, my new methods. I suppose that I read twice as many trade and business magazines as does the average business man who has a business and responsibilities comparable to mine. I make a definite practice of reading at least one hour a day; and often when my hour is up I am so interested that I keep right on. I always have a pad of paper and a pencil handy so that I can jot down the information before it gets away. I put the notes into a drawer in my desk. Regularly I go through that drawer and read over the notes. Usually I find that one-half or two-thirds are not very good for my purposes. These I throw into the waste basket. If I don't see a definite use for the others at once I put them back in the drawer. Many of them I find of possible value to some other man in my organization. Occasionally I find in my reading a plan, or an idea for a plan, which I can use almost as it stands. Several of the best ideas came to me in that way."

The above is an excerpt from a recently published newspaper article and should prove interesting to every business man who is striving for success. If the owner of a million-dollar business finds so much of value in the business papers that come to his desk, then the man with the smaller and more undeveloped business can surely find much more of value and a greater number of good ideas that he can use in the development of his business.

It is said that the average business man does not read his trade paper, and unfortunately this is true in many instances. But there is less of this neglect of a source of valuable information today than was the case five or ten years ago, for the alert business man is coming to recognize the fact that new ideas are an absolute necessity to cope with competition under present conditions.

Go where you will and you will find that the man with whom failure is habit, is the man who does not read the trade paper, while the men who are regarded as most successful, who are making the most money, who stand out prominently as leaders in their field, are the men who have a proper appreciation of the value of the trade paper and who read those papers and utilize the dollars and cents information they contain. This is a fact that can be verified by any person with little loss of time and effort.

The man who does not read the trade paper regularly is just as regularly overlooking opportunities for self-improvement and for the successful development of his business.

TAX-PAID TOBACCO PRODUCTS FOR JANUARY

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of January, 1921:

Products		*January 1920*	*January 1921*
Cigars (large):			
Class A,	No.	170,565,553	127,046,233
Class B,	No.	221,448,583	147,316,658
Class C,	No.	260,904,724	176,891,250
Class D,	No.	8,410,430	9,718,079
Class E,	No.	2,304,953	1,825,819
Total,		663,634,243	462,798,039
Cigars (small),	No.	58,837,900	64,661,867
Cigarettes (large),	No.	2,416,546	2,955,110
Cigarettes (small),	No.	4,528,760,833	3,901,560,330
Snuff, manufactured,	Lbs.	3,426,381	2,402,308
Tobacco, manufactured,	Lbs.	33,608,313	24,750,290
Playing cards,	Packs	3,744,390	2,185,749

CONDITIONS IN THE TOBACCO BUSINESS

The following article is from the report of the Federal Reserve Agent of Philadelphia to the Federal Reserve Board, under date of March 1:

"Conditions in the tobacco business throughout the district have shown little change during the past month. Demand is somewhat inactive, with purchases being made only to meet the current requirements of local dealers. The latter part of January witnessed a slight increase in activity, but February thus far has been somewhat below normal. Buyers are still holding off with the hopes of a decrease in prices, but there seems to be less belief that this will materialize. Retailers' stocks are unquestionably at a low point, and orders have come in recently with requests for quick delivery.

"The deadlock which has existed between the packer and grower throughout the Lancaster district on the question of leaf tobacco prices has finally been broken, and the crop is rapidly being bought in. Prices of the various lots have ranged from 16 to 20 cents per pound, but no purchases have been made without careful inspection by the representatives of the packers. Although the crop this year was extremely large, it is generally conceded to be of rather poor quality. However, the leaf tobacco held by the manufacturers and dealers on January 1, according to a report from the Census Bureau, amounted to 1,446,984,469 pounds, compared with 1,318,131,291 pounds held a year ago and even though this year's crop will not enter into the manufacture of the article until next year and the year after there is no possibility of a shortage of raw material.

"Prices for cigars and cigarettes have been reduced only in a few instances, where reductions in costs other than those represented by raw materials have been brought about. Wages in the manufacturing end of the industry have remained practically the same during the past month, with, however, further slight reductions noted in some cases. In the packing industry there has been a material drop in wages, and the supply of labor, in contrast to the scarcity which existed last year at this time, is very plentiful.

"For several months past plant operation has been curtailed to a large extent throughout the district and there are no reports of a revival of activity during the past month. Cancellation of orders is no longer a problem of any note and collection conditions are unchanged, with some difficulty noted.

after every "hop" —an OWL!

WHAT'S a little matter of forty degrees below at four thousand feet with a load of mail-bags behind you—if you can get an Owl Cigar at the end of every "hop."

Nothing fancy about air mail flying—no loops or tail spins—just *straightaway!* Owl Cigars are like that—not fancy—just the same good straight long-leaf filler, Sumatra wrapped, cured and mellowed as a part of the $3,000,000 reserve supply always kept on hand by the General Cigar Co., Inc.

Try Owl—that's *my* advice—the Owl Brand with the Brown Band.

8c
2 *for* 15c
Box of 50: $3.50

General Cigar Co., INC.
NATIONAL BRANDS
NEW YORK CITY

The OWL Brand
With the Brown Band

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made fo every ten (10) additional titles necessarily reported.
made for every ten (10) additional titles necessarily reported.

REGISTRATIONS.

JAMES GIBBONS HUNEKER:—42,009. For all tobacco products. February 15, 1921. The Moehle Litho. Co., Brooklyn, N. Y.

MAR-BEN:—42,010. For all tobacco products. February 10, 1921. George Schlegel, New York City.

LA ASIMITATION:—42,013. For cigars. February 15, 1921. F. Buffa, New Orleans, La.

WILLIAM STARR:—42,014. For all tobacco products. February 3, 1921. William Starr, New York City.

LORD BARTON:—42,016. For all tobacco products. February 18, 1921. Ibach & Rader, Newmanstown, Pa. Trade-mark claimed to have been in actual use by registrant for about twelve years.

VALL DOLID:—42,017. For all tobacco products. February 15, 1921. George Schlegel, New York City.

DR. MILAN R. STEFANIK:—42,018. For all tobacco products. February 21, 1921. Frank Schramek, Milwaukee, Wis.

GENERAL CESKO SLOVENSKY:—42,019. For all tobacco products. February 21, 1921. Frank Schramek, Milwaukee, Wis.

LET'S GO:—42,020. For cigars only. February 14, 1921. Petre, Schmidt & Bergmann, Phila., Pa.

BURKHART:—42,021. For cigars. February 9, 1921. Warren Cigar Co., Warren, Pa.

LA FLOR DE EDUARDO GARCIA:—42,022. For cigars. February 17, 1921. Eduardo Garcia, Chicago, Ill.

COLOMBIAN ASSEMBLY:—42,026. For cigars. February 26, 1921. Central Cigar Mfg. Co., New York City.

KNIGHTS OWN:—42,027. For cigars. February 26, 1921. Central Cigar Mfg. Co., New York City.

DIGNITY:—42,029. For cheroots and little cigars. August 23, 1920. Seeman Bros., New York City.

LA DISTINCTION:—42,031. For cigars, cigarettes, cheroots, little cigars, chewing and smoking tobacco. August 23, 1920. Seeman Bros., New York City. Title to this trade-mark claimed to have been acquired by the registrant by a transfer from the General Cigar Co., New York City, on August 10, 1920.

SEALEDIN:—42,032. For tobacco manufactured in all its forms. March 10, 1921. The American Tobacco Co., New York City.

SEALED IN:—42,033. For tobacco manufactured in all its forms. March 10, 1921. The American Tobacco Co., New York City.

TOM THRIFT:—42,034. For all tobacco products. March 2, 1921. American Litho. Co., New York City.

JAMES ARLINGTON:—42,035. For cigars, cigarettes, tobacco. February 19, 1921. A. C. Henschel & Co., Chicago, Ill.

KID GLEASON:—42,036. For cigars, cigarettes and tobacco. March 5, 1921. G. Merz & Son, Chicago, Ill.

TRANSFERS.

PRINCESS PAT:—37,212. United Registration Bureau for cigars, cigarettes, cheroots, tobacco. Registered January 23, 1912, by American Litho. Co., New York City; transferred to King-Ferree Co., Inc., Greensboro, N. C., November 8, 1920.

OLD CAROLINA HAND-MADE CHEROOTS:—11,165 (Patent Office). For cheroots. Registered May 27, 1904, by R. M. Jeffreys Tobacco Co., Chase City, Va. By various transfers acquired by Branch-King Cigar Co., Durham, N. C., and re-transferred to King-Ferree Co., Inc., Greensboro, N. C., January 4, 1921.

FLOR DE ROLANDA:—24,660 (Trade-Mark Record). For cigars. Registered May 16, 1901, by George Schlegel, New York City. Transferred to Y. Pendas & Alvarez, New York City, August 17, 1905, and re-transferred to Tolosa Cigar Co., New York City, February 17, 1921.

THE BAR:—6407 (Trade-Mark Record). For cigars. Registered January 9, 1860, by George Schlegel, New York City. Transferred to Steffens, Jones & Co., New York City, February 28, 1921.

GRAN HUMO:—30,912 (Tobacco Journal). For cigars, cigarettes and tobacco. Registered November 10, 1905, by A. J. Krausman, New York City. By various transfers acquired by Joseph E. Kahn, Union Hill, N. J., and re-transferred to N. Hochman, New York City, February 28, 1921.

BEN BEY:—26,108 (Tobacco Journal). For cigars. Registered October 28, 1902, by Grommes & Kennedy Co., Chicago, Ill. Transferred by Grommes & Elson to Nathan Elson & Co., Chicago, Ill., February 3, 1921.

ILIAD:—18,975 (Trade-Mark Record). For cigars. Registered April 1, 1898, by F. Heppenheimers Sons, New York City. Transferred by American Litho. Co., successors to F. Heppenheimers Sons, to Grommes & Elson on April 7, 1906, and re-transferred to Nathan Elson & Co., Chicago, Ill., February 3, 1921.

DIGNITY:—7395 (Patent Office). For cigars, cigarettes, smoking and chewing tobacco. Registered June 10, 1879, by R. C. Brown, New York City. By various transfers acquired by General Cigar Co., Inc., and re-transferred to Seeman Bros., New York City, April 9, 1920.

K. N. K.:—39,902 (T. M. A.). For cigars. Registered October 9, 1916, by Adrian Kenk, New York City. Transferred to Loory & Kenk, New York City, March 3, 1921.

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MAKERS

General Office and Factory, TAMPA, FLA.

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Connecticut, Florida

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Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

131-133 Water St., New York City

VOLUME 41 NO. 7

The TOBACCO WORLD

APRIL 1, 1921

The Wolverine Bunch Breaker

(A Little Machine That Does Big Things)

Will do single binder work with the most tender binders, thereby saving 35% to 50% of the binder cost.

Some manufacturers claim a saving of ONE AND ONE HALF POUNDS OF DRY BINDERS (not stripped booked stock) on a thousand bunches, with a high grade Wisconsin binder. On a more tender binder the saving is greater.

Increases production more than 40%.

Price $25.00 (Not sold with Bunch Breaker's Table)

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Write for One Today

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Grand Rapids -:- -:- -:- Michigan

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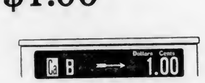
The indication at the top of an up-to-date National Cash Register gives publicity to every transaction. The merchant, the clerk, and the customer see this record.

This prevents mistakes in price and in making change. It removes temptation.

The record shown in the indication is printed on a strip of paper which is locked up inside the register. This record also is printed on a receipt for the customer.

The amounts indicated and printed are added into totals which show, at a glance, (1) the total business handled by each clerk, and (2) the total of each kind of transaction.

This assures the merchant that every sale is handled accurately. It also assures him of accurate records which give him control of his business.



This is the indication. "Ca" shows it was a cash sale. "B" is the clerk's initial. "1.00" is the price.

Charge sales are indicated by "Ch," received on account by "Rc," and paid out transactions by "Pd."

The same indication shows on both front and back of the register.

We make cash registers for every line of business. Priced $75 and up.

NATIONAL CASH REGISTER CO.

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John Ruskin ⚜ FLOR DE MELBA

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CIGARS
Are Positively the Best at their Price

They are big sellers and fast repeaters. A box or two on your showcase will increase your business.

See Your Jobber Now, or Write Us

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Largest Independent Cigar Factory in the World

There's *something* about them you'll like-

Twenty to the package

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A SUCCESS BASED ON PERMANENT QUALITY

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FOR SALE—Zinc-lined Humidors, single and double compartments, capacity 15,000 to 35,000 packed cigars, excellent construction; 1500 round cans 50's. 4¾ x 5 diameter, and Air Conditioning Machine—small size. Attractive prices. Also 200 pounds Satinfoil. Address Box 409, care of "Tobacco World."

FOR SALE—Old-established cigar manufacturing business with small-established trade and several well-known brands. Located in New York. Excellent opportunity for one or two aggressive young men. Address Box 405, c/o T. W.

FOR SALE—CIGAR LABELS AND BANDS; large and small quantities. Address American Box Supply Co., 383 Monroe Avenue, Detroit, Mich.

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CIGARS WANTED for jobbing trade in Lancaster County. Small or medium sized cigar manufacturer preferred. Cigars must be reliable and uniform at all times. Address Cash, Box 423, Lititz, Pa.

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The Tobacco World

Established 1881

Volume 41 April 1, 1921 No. 7

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H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

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Corrugated Fibre Shipping Cases

GUARANTEED TO MEET ALL REQUIREMENTS FOR

Freight, Express or Parcel Post

Cheaper Than Wood.

More Quickly Packed.

Take Up Less Space.

Save in Freight and Express Charges.

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TAMPA, FLA. Nov. 17, 1920.

Mr. Edward E. Scharff, President,
Scharff-Koken Manufacturing Co.,
Second and Tyler Streets,
St. Louis, Mo.

Dear Sir:

We are pleased to advise you that the lot of corrugated fibre shipping cases recently purchased from you were delivered to us promptly and in good order.

The fibre cases have proven very serviceable and much time is saved in our shipping department by their use. We have not had a single complaint from our customers about breakage or pilfering in transit. This is doubtless due to the compact and well protected package secured by the use of the fibre cases and the improved method of sealing to which the cases are so readily adapted.

You may rest assured that when our supply of containers needs replenishing we will promptly communicate with you.

Very truly yours,

HSF-A F. LOZANO, SON & CO
H. S. Falcy
Treasurer.

Are Sealed to Meet Railroad and Express Regulations.

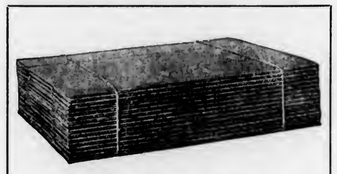
Less Danger of Stealage.

Full Instructions Furnished.

"A Dollar Saved is a Dollar Made"

Write us, stating dimensions—weight of contents—and whether used for Freight, Express or Parcel Post. We will make you very low prices and submit samples to suit your requirements.

There has been a very heavy decline in the market from last year's high prices, and it will pay you to investigate.



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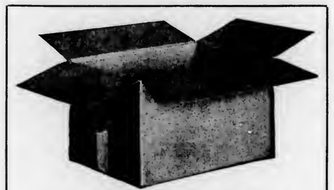

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ST. LOUIS, MO.

Two National Favorites
HYGIENICALLY-MADE

WAITT & BOND **BLACKSTONE**
Imported Sumatra Wrapper
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LA MEGA
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LA MEGA is made only in the finer grades.
More than 50 shapes and sizes to select from.
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stripped and booked is not plentiful but we are in position to offer such tobacco, in various grades, at reasonable figures.

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HAVANA & PORTO RICO
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PACKING HOUSES
HAVANA CUBA
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165 FRONT STREET
NEW YORK

QUALITY - PURITY - UNIFORMITY - GUARANTEED
TRADE MARK M.B.&Co. REGISTERED

Volume 41

THE TOBACCO WORLD

Number 7

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, APRIL 1, 1921 Foreign $3.50

EDITORIAL COMMENT

WHETHER the various forms of taxation indulged in by the Federal Government during the past few years, are good or bad, the result is usually the same.

The consumer pays!

Tax the manufacturer and the retail price advances about twice the amount of the tax. It means extra bookkeeping, additional capital and more work. The consumer pays something extra for every hand it passes through.

If they would rip out these taxes at the source, income taxes and such, the cost of living would slide down the scale faster than it has as yet.

Coca-Cola used to be five cents a glass. The war tax raised it to six cents. But does the dear public pay six cents? No, the d. p. reads a sign which says, "Coca-Cola 10c. We pay the tax."!

Now comes along the proposal to soak tobacco products with some additional taxes. Which the d. p. will have to pay. This means adding to the retail price of the article and positively curtailing consumption and revenue as well.

If all the pernicious forms of taxation were eliminated and a common sense tax placed on the money spent by the consumer, all the revenue necessary could be raised in this manner. It would save millions for business concerns, and would certainly come nearer to delivering 100 per cent. of the tax to the Government than the present methods. Incidentally it would cut down Government expenses.

It is unjust to indiscriminately tax a man or woman on what he or she earns.

But we doubt if anyone would object to paying a tax to the Government for what they spend.

The tobacco industry is no different from any other industry when it finds itself under scrutiny for the purpose of further taxation.

Tax whatever industry you please and a logical reason will be found for opposing the tax.

It is discriminatory to pick out this or that industry as special objects for increased taxation.

It is discouraging to capital to find that in one line of business there are special taxes, while there are none in another.

Income, after all, is the satisfaction you get out of the things you spend your money for.

If a man gets particular pleasure in spending his money for tobacco, why should he pay a much higher percentage above the intrinsic value of the article due to taxation, than the man who prefers to spend his money for any one of a hundred other things.

According to pre-election statements, the finest brains in the country always land in Washington.

But the observation made in other places is to the effect that the statement is not borne out by facts.

Common sense taxation will put prices where they belong, and at the same time produce all the revenue needed.

DO you advertise? If so you will be interested in what Babson, the statistical man, has to say on the subject. He says nothing new, for I have heard it a hundred times before, but it was always put forth by advertising men who had an axe to grind and who wanted orders.

Babson says business men advertise the wrong times. They advertise when business is good, whereas they should shout for trade when trade is dull. Of course everybody should advertise all the time, but he thinks they should put in their hardest licks in dull periods.

I know it is deuced hard to pry off good money when money is coming in slow, but I am inclined to agree with Babson that that is the time for advertising more liberally. Do you? And if you agree, do you practice what you think?

Of course your advertising in brisk times would be entirely different from that of reluctant business. When times are good people will smoke right abundantly, they want the best and are willing to pay good money for it. Therefore, you talk quality, and the pleasure and satisfaction which your goods will yield. You may say incidentally that your figures are right, but you do not bear down on prices.

When, however, business is dull, you are wise in talking economy in your advertising. How you have low-priced goods which yield high-priced satisfaction and thus save money.

NEW YORK LITHOGRAPHERS RESTRAINED.

A Federal court in New York City issued an order last week, permanently restraining five lithographic concerns from fixing prices in interstate commerce.

Business Building

By a trained Business Man and Advertiser
Written especially for
THE TOBACCO WORLD
by A.E.P.

All rights reserved

WHAT made Wanamaker succeed? I can't answer, but I can give one of the causes, and I can quote from his words an idea that will help you in making a business success. Here is what he said:

"Every man is at his best when he adds enthusiasm to whatever he honestly believes in. Both power and progress will then enter into his undertakings. He may not have had much schooling, but if he is so disposed he can learn one new thing every day. He may only have a small capital, but if carefully used it will constantly increase. He may have few friends, but good manners, right living and well doing will draw friends about him continually. Read this over often, and try your best."

Cut this out, friend dealer. Paste it on your desk and read it a million times a day until you can run through it in your mind with your eyes shut, and then continue reading it until it runs through your mind of its own accord. If you do this it will begin to shape your life all unknown to you, and it will give you a boost towards success of incalculable benefit to you.

BEFORE me lies a small book entitled "Business Ideas," issued by a "Business Information Service." This establishment collects information from hundreds of sources, together with ideas and methods, condenses them in compact space and passes them on to its regular customers. Its customers, I might state, consist of the most progressive and the most prosperous business men scattered throughout the country.

"No matter how excellent your present methods may be," says the book, "they must be continually improved and adapted to changing conditions, or your business may fall behind. The two essential things a business must have are the latest business methods and practical ideas. No business can succeed without them."

Progressive and ambitious men recognize the tremendous value of an idea. Other men do not. The idea always comes before the money. You never make a dollar without a dollar idea, or a million dollars without a million-dollar idea. In other words, ideas are the life of business—ideas are real money.

I propose to hand you from time to time some of the good things stated in this book. The thought I want to convey with the utmost vigor is that big business men, and the ambitious business men who are destined to be big, are tremendously keen after business knowledge and business ideas. They pay big money to obtain them, and they read, study and utilize them in their business, and I earnestly urge every dealer and every clerk to do the same.

MY friend, who is a grouch, often gets off some pretty good things, even if he does occasionally put a crimp in my vanity and complacency. Here is one he just handed me as he went out without saying good-day.

If the average man would spend as much time trying to find out what is the matter with him as he spends trying to find out what is the matter with others, there would be fewer failures and more successes in the world.

He just escaped in time to miss a verbal brickbat which I wished to throw at him, but after he was gone I sat me down and thought thoughts. Confidentially, I am not making as much money as I should—and I know you are in the same boat as me. This grouch actually gave me the clue of how to do better, and after thirty minutes of plain thinking behind a pleasing cigar I discovered several things which were preventing me from gathering in the kale, and I corrected them, too.

How is it with you? Take a few minutes and do some good hard thinking. It may make a sound like real money.

Ask yourself some questions like the following: Are your most popular goods displayed in the most attractive manner possible? Is your show window just as pleasing as you can possibly get it? Have you displayed the advertising which was furnished you to the best possible advantage? Have you developed other styles and other lines to increase your business? It is such work—brain work—that counts.

MAKE a noise! Keep before 'em. Let the world know you are alive. The world hasn't much use for quiet, modest people who walk on their tip-toes and apologize for being alive.

Everybody has an ardent and active admiration for the man who makes a noise in the world. Who becomes an expert in the great art of keeping the kinds of goods the people like, at the prices they want to pay, and who continually calls attention to the service he renders them.

They don't only admire him, but they reward him by going to him to buy.

Therefore, be an expert in your business. And then let folks know it by every method you can devise—by a handsome store, an attractive show window, novel displays, signs that are unique, circulars that are bright, newspaper advertisements that attract, and also by your pleasing personality and your eloquent tongue.

Make a noise!

The Multiplicity of Brands

In the current issue of London "Tobacco," there are two paragraphs on "The Multiplicity of Brands," in regard to which we agree with the writer, who says:

"Several allusions at meetings of tobacconists lately have been made to the multiplicity of brands. It was no doubt felt by the practical sense of the speakers that shop sales should consist of a moderate number of brands selected for their profit-bringing qualities. This is considered better than the encouragement of hosts of brands which cumber the shelves, represent sunk capital, and distract assistants. So far, so good. But like other questions it has two sides. A famous banker said he liked small accounts because the small account today might grow to be a big account tomorrow. If ever there were a disposition for tobacconists generally to turn down the brand that was a newcomer because it was new, the latitude now enjoyed by the tobacconist would disappear. If a tobacconist were to be content to automatically respond to the call for about three or four of the best selling brands without making any individual efforts, he would cease to rise to the opportunities of salesmanship.

"What is required is discretion in buying and skill in selecting stock, but the exercise of that discretion and skill is largely dependent on there being a considerable variety to choose from. The fact that there are many brands gives a larger power to the tobacconist. In their number lies competition—the most potent force in trade and which every tobacconist makes use of consciously or otherwise, each time he prefers the goods proferred by one traveller to those set before him by another. To exterminate brands in too wholesale a fashion would be a slaughter of the innocents. It would tighten the grip of the powers which already so tightly hold the tobacconist, and largely determine the character of his stock in spite of him."

There are eight tobacconists, as the English call them, we say "cigar stores," within a few minutes walk of this office. Two are run by a big concern, three by private enterprise, and three cut-raters. As to the number of brands of cigars and cigarettes and smoking tobacco they are legion. All the names in Spain and Cuba and Mexico have been used to baptize the leaf that comes from Lancaster. Luzon added its hundreds, and hundreds more are born with an etymology that no scientist could trace.

That these brands all sell, is proved by the fact that the stores live and prosper in greater or less degree; they are anchored and most of them have been for years. They do not favor the well-known brands, though they have them; but suggest something better at the price. Sometimes it is.

One reason for the success of a multitude of brands is the everlasting and elusive search of the smoker for a moderate-priced cigar that will taste like such cigars did before the war. The average two-for-a-quarter is something like the old nickel cigar.

Yesterday we sent the office boy out for a couple of "Bingoes" and he brought back two "Flor de Jingoes"; in the meantime a friend handed us three "Dingoes," and going home we bought five "Gringos." After dinner we sat back in a rocker with four separate brands of cigars to pick from.

To understand better, let us go to the corner and look in the big plate glass window of a cigar store. There are a hundred brands of cigars in the window and a hundred more inside.

Then turn to our advertising columns and you will see that out of all this confusion, certain companies and firms have emerged and made their products a standard of excellence. They occupy a position exalted and impregnable and they have won by "merit."

When they put out a new brand it is accepted by the storekeeper because it sells itself, and by the smoker because he knows what is back of it.

American Girl Wins in Tampa Suit

AS everyone knows, that is everyone in the tobacco business, the Tampa cigarmakers, after a long and bitter contest, have gone back to work; and now they have been beaten again, in the most hard-fought legal battle ever waged between a cigar union and the cigar manufacturer.

An American girl has secured a verdict of $1500 damages against a group constituting a joint advisory board of union men, who practically forced her discharge by threatening a strike against the factories, if the girls were not discharged and their places given to union men; and the strike was declared.

At the front of the battle for the right to hire their own employees, a right denied them by the union, stood three manufacturers; for a long while practically alone and unsupported. They were Val M. Antuono, Ernest Berger and Harry Roberts.

They brought American girls down and put them in their packing rooms. Temporarily beaten, they stuck to their colors, until the reorganized Manufacturers' Association joined in the fight.

The story of the contest has been written so often that it is not necessary to repeat it, but this latest development clinches the victory and reparations have begun.

There are a dozen or more other girls similarly treated who will probably follow with suits for damages, and there are also criminal cases pending against the same union men, the charge being conspiracy to interfere with the constitutional rights of a citizen of the United States and of the State of Florida.

LEAF MARKET JOTTINGS

IN Lancaster County there has been a considerable amount of buying since the middle of March throughout every section of the county, the agents gathering in every crop they could get. Prices, however, were generally rather low, ranging from 14 to 16 cents, with 18 cents for a high mark.

At the monthly meeting of the Lancaster County Tobacco Growers' Association, it was intimated that growers who have good tobacco and who can afford to do it, will do their own packing and hold out. The experience of past seasons warrants them in the expectation of higher prices.

This association is recognized as a valuable aid to the farmers and its work is appreciated, but it is very remarkable that while its membership is representative and influential, it should be so small in comparison with the number of growers. A strong effort is to be made to increase its numbers.

At the April meeting to be held in the new Chamber of Commerce rooms in the Woolworth Building, a speaker from State College will give an address on fertilizers, and Secretary Otto Olson will prepare data for the members on this subject. An open discussion will follow.

It is expected that the Lancaster Leaf Tobacco Board of Trade will appoint a committee to work with the committee appointed by the growers, to take up the question of standardization of tobacco with the State and Federal Bureaus of Markets.

"The Lancaster New Era" says: "There are some of the growers who now say they will cut their acreage next season as the crop this year was by no means satisfactory. The crop did not turn out as well as had been expected and the pessimists are having their inning. There is, always, however, some talk of this sort going the rounds, but the crop in size, is always up to the standard year after year."

In Wisconsin, according to the "Wisconsin Tobacco Reporter," the northern section of the state is practically cleaned up and the year has proved very satisfactory to the growers, as prices ran higher than they expected while the crop was growing.

There was some little trouble and adjustment in the tobacco bought in the early rush at fancy prices, but differences were generally easily settled. Experienced growers and established buying concerns have very little trouble in transacting business with each other.

In the southern section a great deal of tobacco has been bought in a very quiet way in recent weeks, and prices are quoted of 10 and 12 cents and better. The second half of the 1920 crop has been considerably reduced. Estimates of the proportion of the crop remaining unsold throughout the State vary from 25 to 35 per cent., with a preference for the lower estimate.

The last one-fourth of the crop, about 15,000,000 pounds, is a lot of tobacco, of course, and may require time to lift, but if the figures that have prevailed during the past six weeks continue as the basis of the movement from first hands, the amount of 1920 leaf to be carried over by individual growers will be smaller than was predicted at the opening of the year.

In the South the markets are generally closed. The Wilson market closed on March 21st for the season, with total sales of 62,204.960 for an average of $21.61. This is a very excellent showing. The years 1917, 1918 and 1919 showed averages, respectively, of $30.37, $36.03 and $53, but for eighteen years, counting in the high ones, the average was only $17.01, and in 1903, only $6.79.

By March 21, Danville, Va., had sold about 54,000,000 pounds. The average for the week was low, $16.88, against $20.30 for the previous week. The offerings were mainly odds and ends.

Richmond, Va., reports that growers are rushing in their sun-cured tobacco as rapidly as they can. Good tobacco is in demand, but common tobaccos are neglected. Fancy black wrappers are selling for higher prices than usual, one lot said to have brought $105 a hundred pounds.

Some seasonal averages reported are: Oxford, N. C., $22.67; Henderson, N. C., $19.61. Market closed March 25. South Boston, Va., average, $23.36. Mebane, N. C., had an average of $30.50 for the year, higher by about $10 a hundred pounds than the average for the State.

From various sections of the Carolinas, Georgia and Virginia there are indications that after all the meetings and scare-talk calculated to reduce the 1921 acreage, the growers have concluded to grow as much or more tobacco and grow it better, if possible. There will be a big slump in labor. The negro laborers that drifted north are finding hard times coming and their faces are turned back to Dixie.

Professors in the agricultural colleges will have a chance to revise their estimates of the cost of raising an acre of tobacco, which estimates have seldom been accurate, and often absurd.

In Kentucky, the Lexington market reports total sales for the season to March 20, of about 44,000,000, at an average of $13.58 a hundred. The few high-

(*Continued on Page 22*)

Happenings at Washington of Trade Interest

(Special from THE TOBACCO WORLD'S Washington Bureau.)

Washington, D. C.

NEW Senators coming to Washington with the opening of the new session of Congress will find awaiting them one of the finest smoking rooms in the country. The famous "marble room" adjoining the Senate chamber has been turned into a smoking room in order that there may be more room in the cloak room formerly used by Senators who disagreed with Senator Smoot regarding the use of the w. k. vile weed.

The marble room, formerly used by visitors calling upon Senators, will be fitted up with comfortable chairs, the floor will be covered with rugs, and the unofficial debates and agreements of the Senate will be conducted here instead of in the cloak room. The truth of the matter is that some of the Senators are becoming—say, rotund, and it is getting difficult to navigate in the cloak room. In the summer time, especially, the cloak room is uncomfortable; it becomes stuffy, overheated and filled with tobacco smoke, and it is believed that Senator Smoot introduced his anti-tobacco resolution after passing through the cloak room during a heated discussion on the merits of—not the tariff, but the Giants.

Hereafter the cloak room will be used exclusively for the housing of hats, coats, rubber boots, hammers and similar equipment, and will be fitted out with an entirely new set of chains for the use of Senators sporting new umbrellas.

It is also planned to close the lobby to visitors so that the next session lobbyists will be unable to lobby in the lobby but will have to lobby in the corridor or some other entirely too open and therefore unsuitable place.

ONE of the first matters to come before Congress when the extra session opens on April 11th will be question of emergency tariff legislation which has been decided upon by the administration as a step necessary for the protection of producers of agricultural commodities if they are not to be overwhelmed by the avalanche of wool, wheat, hides and other raw materials which are coming into the United States in a steady stream.

A special sub-committee has been appointed by the Ways and Means Committee of the House to prepare a report on the measure and submit it to Congress when the session opens. This committee, headed by Representative Young, of North Dakota, will show that the emergency which existed last winter still exists, and that the enactment of the measure is necessary. Every effort will be made to rush it through Congress with as litele delay as possible.

The emergency bill which will be introduced will be the same as the bill passed by Congress last session and vetoed by President Wilson. The only change that will be made will be in shortening the time of its life from ten to six months; this is made to have it terminate at the end of the year, as originally intended, when it is expected the permanent tariff will be effective.

The bill provides for tariffs on tobacco, with the same rates as finally adopted last session, under which wrapper tobacco, and filler tobacco when mixed or packed with more than 15 per cent. of wrapper tobacco, and all leaf tobacco the product of two or more countries or dependencies, when mixed or packed together, will pay $2.35 per pound unstemmed and $3 per pound stemmed; while filler tobacco not specially provided for in the bill, will pay 35 cents per pound unstemmed and 50 cents per pound stemmed.

THE repeal of the soda water and other consumption taxes which has been proposed to Congress, will make necessary the discovery of new sources of income, if the revenues of the Government are not to fall below the four billion dollars which the Treasury Department says must be raised by internal revenue, and the suggestion has been made that some of the tobacco taxes be increased.

It has been suggested that additional taxes be imposed upon cigars and tobacco. An increased tax of 25 cents per 1000 cigars in addition to the present tax would yield $5,000,000 additional, it is estimated. An increased tax of $2 per 1000 on cigarettes would yield $70,000,000 additional, and an increased tax of 6 cents per pound on tobacco and snuff would yield $8,000,000 additional.

There is considerable sentiment against increasing taxes on tobacco products, Congress having previously been warned that this commodity is now taxed dangerously near the limit. During the war, and for such time following the armistice as high wages continued, it was possible to put heavy taxes on tobacco without any resulting falling off in sales. At the present time, however, the specter of unemployment stalks through the land, wages are lower and will probably be lower still, and any increased taxes which result in increased prices to the consumer will also result in decreased sales, it is feared.

THE first steps toward improvement in the postal service were taken last week when Postmaster-General Hays announced that efforts were to be made to eliminate the "peak load" at the various postoffices. The first office to be "cleaned up" will be Washington, which suffers from this evil more than any other city in the country.

In letters to the President, the heads of the various departments and members of Congress, the Postmaster-General pointed out that of 700,000 pieces of first-class mail, 600,000 pieces are deposited in the postoffices and mail boxes after four o'clock in the afternoon, the great bulk being received between four and seven o'clock. Only 100,000 pieces of this mail are deposited between eight in the morning and four in the afternoon. Other mail matter is deposited in about the same proportion, and the result is that the night shift at the postoffice, much larger than the day shift, cannot expeditiously handle the mail.

In discussing the question Mr. Hays pointed out that business would be materially expedited through the deposit of as much mail as possible in the early hours of the day, early mailing sometimes making a difference of an entire day in delivery. Early mailing would permit the quick dispatch of all matter; it could be transported on early mail trains now working to only 50 per cent. of their capacity or less; there would be less danger of loss or damage, and in bad weather there would be less chance of delay.

It is realized, of course, that not all mail can be sent out early in the day, but it is suggested that business houses attempt to make early dispatch of parcel post, advertising matter, catalogues and form letters and similar mail. This would not only expedite the delivery of such matter, but would assist in securing the prompt handling of mail that can not be deposited until the close of the day, such as letters requiring the signature of executives, parcel post packages carrying orders received late in the day, etc.

Following the elimination of the "peak load" at the Washington postoffice the campaign will be carried to every large postoffice in the country. The success of this work, it is believed, will not only materially increase the efficiency of the postal service, but will also reduce the expense of handling mail in the postoffices.

DISTRIBUTION abroad of American products through American firms, in the same manner as British and German goods are disposed of through British and German concerns, will be necessary for the successful expansion of our foreign trade. International trade is one of the most important subjects with which the Republican administration will have to deal, and has already received the attention of President Harding and his cabinet.

Efforts to provide channels of distribution, made through Congress through the Webb-Pomerene and Edge acts, have failed of maximum success because of the restrictions of the former. It is, of course, impossible for individual manufacturers to maintain agencies in every country in which they wish to do business and it is probable, therefore, that efforts will be made during the coming session of Congress to have the Webb-Pomerene act amended so as to provide for the establishment of agencies representing any number of American concerns, with the added authority to engage in any kind of business.

Business in many countries today has shifted to a system of barter. It is possible to sell commodities, taking other commodities in exchange, but it is impossible to sell goods for money. The power to engage in any kind of business would enable American representatives to exchange American products for the goods of the country, sending the latter to some other country where they might be sold. It has been pointed out that it might be necessary to make a four or five-sided deal, under present conditions, before getting any money. Present laws relating to combinations for foreign trade do not permit of this.

The American agencies, it has been pointed out, could work hand in hand with the foreign branches of American banks in the same manner as the British and, before the war, the Germans handled their foreign trade.

The administration is keeping a close watch upon the trade situation, not only in this country, but throughout the world, and is giving much consideration to the problem of meeting the conditions which now prevail in international trade. Our present laws designed to expand our trade do not fit into the situation created by the new trade conditions resulting from the war and, especially, do not cope with the paternalism manifested by foreign governments in the way of cartels, consortiums and other methods of advancing their foreign trade.

CONNECTICUT ROUND TIP TOBACCO.

One million dollars a year is a conservative estimate of the increased profit possible to the tobacco growers of Connecticut through the introduction of a new variety of tobacco known as Round Tip, according to County Agent Bureau. This increase is a possibility, but not yet an established fact because of the newness of the variety.

This is a new hybrid type of tobacco originated and perfected by the Connecticut Agricultural Experiment Station at New Haven, as a result of ten years' breeding by Dr. D. F. Jones. The county agent and the Farm Bureau arrived on the job just in time to become the agents for introducing this new tobacco into Hartford County.

Upon the request of the county agent in 1919 small amounts of seed were distributed among tobacco growers. The results from these few tests indicated the possibilities of the new variety. In 1920, County Agent Southwick carried on nine demonstrations of Round Tip tobacco, varying from one-tenth of an acre up to eight acres. These demonstrations covered favorable and unfavorable conditions, together with one plot grown under shade. This year's results have demonstrated the valuable possibilities of this variety. It produces more leaves which means more weight; the leaf is beautifully shaped and the plant is strongly resistant to root rot.

As a result of the county agent's work, tobacco growers, dealers and brokers now know about Connecticut Round Tip tobacco and have shown a definite interest in it. The real success of the new introduction depends upon many important factors.

County Agent Southwick's object has been to determine whether it is better than the present types being planted and to have a decision reached in this respect strictly upon the merits of the new sort when handled properly.

The 1920 crop is in process of fermentation and the interest in it is strengthening. Indications now point to a big increase in acreage for the coming year. —New Milford (Conn.) "Times."

Three Wise Men

One said "I have never had a source of supply that keeps my buying trouble at a minimum as does the American Box Supply Co."

Another said "The economic principle the company sets forth deserves the support of every cigar manufacturer."

The third said "You should have no hesitancy in placing confidence in an organization whose operations are recognized in various markets and whose spirit of service is to satisfy."

All Cigar Manufacturers

NOW READY!

The Universal Stem Crusher

Patents Pending

THE MODEL F UNIVERSAL TOBACCO

Stem Crushing and Booking Machine and Folding Chair

$600.00

F. O. B. Newark, N. J., U. S. A.

UNIVERSAL TOBACCO MACHINE COMPANY

116 West 32nd Street, New York, U. S. A.

Factory: Newark, N. J., U. S. A.

THE MODEL F UNIVERSAL TOBACCO

Stem Crushing and Booking Machine

THIS machine is guaranteed positively to convert your filler stems into filler tobacco without removing the stem from the leaf. It crushes (not corrugates) the stem to the thinness of the leaf, at the same time removing the gum moisture. By its use, the entire leaf (stem included) is rendered smokable, without in any way affecting the appearance, taste, aroma or burning quality of the finished cigar.

Saves 15% to 25% of Filler Tobacco

The stem in Filler Tobacco represents from 15% to 25% of the leaf. In "stripping" the stem is wasted. Yet, when crushed by the Universal Model F Machine, and worked up into cigars (as an integral part of the leaf) the finished product cannot be distinguished from cigars made of the same tobacco, stripped.

The only difference is, that instead of wasting the stems the manufacturer uses them as filler tobacco. Stem crushed filler tobacco is as easily worked by the cigar maker as "stripped" tobacco.

Saves Labor Cost

An operator can stem-crush approximately twice as much filler leaf in a day as the average worker can hand-strip. The machine and operator take up no more factory-space than a "hand-stripper." The machine is simple in construction and operation, so that even an inexperienced hand learns easily and acquires skill and speed quickly.

The Model M Universal Tobacco Stripping and Booking Machine proved the superiority of machine stripping over hand-work.

The Cigar Making Machine has proven that cigars can be made successfully by machinery.

Now the MODEL F UNIVERSAL STEM CRUSHING AND BOOKING MACHINE proves conclusively that filler leaf, containing the stems, can be made into CIGARS without in any way affecting their taste, aroma or burning quality.

The two former devices are primarily labor-savers. The Model F Stem Crusher saves both labor and tobcco.

Limited Number of Machines Available

Cigar Manufacturers are keenly interested in increasing profits and saving stock. Accordingly, the Model F Universal Machine is receiving their serious consideration. Our production for the year on the Model F Stem Crushing and Booking Machine will be limited. Deliveries are being made in rotation as orders are accepted by us.

Complete information will be sent upon request

UNIVERSAL TOBACCO MACHINE COMPANY

116 West 32nd Street, New York, U. S. A.

Factory: Newark, N. J., U. S. A.

UNIVERSAL TOBACCO MACHINE COMPANY OF CANADA, LTD., 108 St. Nicholas Building, Montreal, Canada

America Has Not Lost World Leadership

PRESIDENT JOHN H. PATTERSON, of the National Cash Register Company, of Dayton, Ohio, landed in New York after a four months' business trip to Europe on March 19 and in an interview with representatives of prominent journals, said in part:

"America has not lost her world leadership but only needs to reassert herself in order to take it up again.

"The best way for her to act for world good is to send a representative delegation to Europe as soon as possible to keep in touch with the League of Nations.

"At the same time we should give to European peoples long-time credits so that they can buy surplus stocks in the United States, thus giving relief both to themselves and the American people now caught in the throes of industrial depression.

"France, England and Belgium must be given money to do the things that are necessary for their future. Unlimited credit must be given by the United States. The United States must affiliate itself with an association of nations. Foreign countries realize that the membership of this country in such a body is necessary. They are looking forward to the time when this will come.

"We need some sort of international leadership. An association of nations is necessary so that representatives of these nations may get together and take decisive action on world problems. I think President Harding will proceed in that direction. Of course, he can't hurry. It is a big job and he has a lot of other problems to take care of.

"There are certain economic and social problems to be met and conquered. I think it is necessary that all of the peoples of the world act in concert to do this work. If an association of nations did no more than this it would be a fine thing.

"Germany will come back. Its cities and various centers did not feel the real brunt of the war. Manufactories were not destroyed and its people are aggressive.

"Rates of exchange have had a baneful influence on business. American products imported to foreign countries must be sold for prices that are almost prohibitive. Prices in European countries are now three or four times as high as before and during the war. The franc, once worth 18 cents, is now quoted at only 7 cents. At this rate prices on American goods must be quoted so that the manufacturers can realize the same price as under normal conditions. Buyers are scarce. They do not want to pay the price.

"Years ago we had what we called the McKinley boom. We had a surplus of farm and manufactured stocks which Europe needed. We sold to Europe and because Europe had the money to pay we profited. We had boom times. Just about the same situation obtains today except that Europe has no money to pay. What we need to do is to extend credit. That will help us get rid of our surplus stocks and supply those who need them. At the same time it will hasten the resumption of production in this country. It will stabilize exchange and encourage trading.

The "Blackstone" Fleet of Battle Cruisers

What would have seemed a miracle a decade or two ago is the "distribution land fleet" of Waitt & Bond, the cigar manufacturers of Newark, N. J., formerly of Boston.

On March 18 the traveling sales force assembled at Newark, N. J., for the annual long-distance automobile parade of the Blackstone cigar salesmen. They found new Dodge coupes awaiting them of a neat but striking type, with a narrow gold band bearing the words "Blackstone Cigars" across the doors and a spectacular touch of color in the disk wheels painted in the Blackstone orange chrome yellow.

Led by a huge orange-colored Mack truck from the company's delivery fleet, the long line of salesmen's cars paraded through Newark and northern New Jersey cities on Monday, March 21. In New York City the cars held up traffic and won much admiration on Tuesday when they paraded the principal streets. On Wednesday morning they started for New England, led by a big truck load of Blackstones for the eastern jobbers. The pace set was a leisurely one, taking the cars through Bridgeport, Meriden, New Haven, Hartford, Springfield, Worcester, Providence, Pawtucket, Fall River and New Bedford to Boston.

After a few days in Boston the fleet dispersed and the cars started overland for their various territories, which extend from the Maine-New Brunswick line to Butte, Montana.

The Factory That Has Always Stood for "Open Shop"

From the time that Val M. Antuono first started to work as an apprentice boy in the factory which he now owns, until the present day, he has always stood steadfastly for the "Open Shop."

He knows from practical experience both as a cigar worker and a manufacturer that such a system works to the advantage of every sincere, conscientious worker—under this system both employer and employee get a square deal and no autocratic "Labor Leader" reaps the harvest of efforts of the workers nor dictates to the manufacturer how he shall conduct his business.

VAL M. ANTUONO'S PRODUCTS

C. H. S. -:- SHANNA

DUKE OF BELCOURT CIGARS

Have demonstrated that "Open Shop" conditions can produce the highest quality products in the world and at the same time give the consumer an assured supply of his favorite "smokes."

VAL M. ANTUONO

TAMPA, FLA.

Ohio Leaf News

WITH the majority of the 1920 Ohio crop sold, the valley witnessed a sudden slump in operations here this week. Packers are anxious to buy up the remainder of the crop, going to great lengths to advise the fact, and some even going so far as to print their quotations daily in the paper. This is being done by the H. Rothenberg Company, whose quotations for today appear as follows: Dutch, per pound, 14 to 15 cents; New Gebhart, 10 to 12 cents; Old Gebhart, 8 to 12 cents; Zimmer Spanish, 15 to 16 cents.

There are several things that enter in as to why the remainder of the crop is to remain unsold. Along about 1917, the export trade fell away in measurable proportions, and continued falling away until at the present it is non-existant. The trade has always depended upon the foreign market to take care of the low-grade tobaccos. Consequently, since the closing of the export trade, the entire country is flooded with low-grade material, dating back several years. Foreign houses, it seems, are willing to bid, but because of their inability to pay, the trade is in no wise bettered. W. J. Lukaswitz, Ohio buyer for Geiske & Neimann, Baltimore exporters, has bought no leaves or fillers for months, and the J. Vetterlein Company, who bought low-grade for E. C. Geyer, also a Baltimore exporter, has done nothing in this line since the war.

The only buying of low-grade material has been done by small buyers, whose small purchases cannot possibly dent the accumulative mass of low-grade in the State. As a matter of fact, buyers are afraid to trust to the uncertainties of the opening of the export trade, and will not buy any of the low-grade material. Naturally, when he goes to look at a crop, he will not want to buy the fillers or leaves, when he knows that the chances for their disposition are far remote, and the grower will not sell his good tobacco and retain his fillers, so the bargain is off, and trade necessarily comes to a standstill.

The lack of confidence in the ability of the foreign buyer to pay, contributes very largely to the sudden slump in the trade at the present. Could the prosperous American houses satisfy themselves with the guarantee offered by the foreign houses, and open the export trade, the low-grade material would be cleared out, and the remaining 25 or 30 per cent. of the excellent 1920 Ohio crop would sell.

ANNUAL REPORT OF AMERICAN TOBACCO COMPANY.

The annual report of the American Tobacco Company for year ended December 31, 1920, shows total income of $18,615,398 after provision for Federal taxes, compared with $18,722,128 in 1919.

Sales in 1920 were $143,106,322, and in 1919 were $146,023,730.

The provision made for advertising, $4,939,798, was slightly more than $800,000 in excess of the reserve for this purpose in 1919. In 1918 a reserve of $9,002,231 was made for advertising, and in 1917 only $2,544,041 was provided.

The sales of this company during the first two months of 1921 have been more than $4,600,000 ahead of the corresponding period in 1920.

GETTING THE MOST OUT OF RETAILING.

The "National Cash Register" has sent us a book with the above title. A book that is a mine of wisdom. We should like to reprint it entire in one issue, but scarcely have the space, but we can give some extracts, such as these:

Every Merchant Should Make a Pyramid of His Store Organization.

Find out the needs of your business.—Plan according to the number of employees. —Have each employee do the work he is best fitted to do.—The merchant should put responsibility on his clerks.—He should be free to think and plan.—The merchant should not attempt to carry the whole load himself.

Do Not Spend a Few Dollars on Advertising and Then Say "Advertising Doesn't Pay."

Advertising does pay.—Successful merchants everywhere say so.—The right kind of advertising pays best of all.—Don't try to copy after others.—Use simple words and short sentences.—Use plain type.—Avoid fancy designs.

The Store Front.

An unattractive store front keeps trade away.—The entrance is two steps higher than the sidewalk.—The sidewalk is not kept clean.—It is just as wasteful for a merchant to neglect his store front and his window displays, as it is for a farmer to permit his best land to grow up in weeds.—A clean, attractive store front is worth many times its cost.—Don't use your show windows to advertise other people's business. If it is worth money to others, it is worth money to you.

Do Not Crowd Your Show Window With Merchandise.

Make window displays simple.—Watch the people —to see if they come in your store. —Unless they do, your window displays are poor.—Have light shine on goods, not in the eyes of the passer-by.—Have a central point to which the eye will naturally be drawn.

Selected Paragraphs.

Don't make customers feel that you are doing them a favor by allowing them to buy from you.

Don't throw the package and change on the counter, or drop them carelessly into the customer's hand.

Carelessness in dress is a great handicap to success in business.

The clerk who is kind to children is giving the best service to his employer. Children soon grow to be men and women.

A badly wrapped package is a poor advertisement.

In talking business over the telephone, good humor is a great advantage.

Early to breakfast and early to work is the rule that produces a top-notch clerk.

A merchant or clerk that has reached a point where he thinks he can't learn anything new will do himself and the trade a favor by getting out of the business.

Merchants and clerks can use spare time to great advantage by looking over the trade papers.

Boost your city. A city ought to have a fund to pay transportation out of town for every merchant who stands in the road of progress, or who growls about his town being a poor one.

AMERICAN TOBACCO COMPANY
WILL MAKE THIS CONTRACT WITH YOU

WALK INTO ANY STORE IN THE UNITED STATES TO-DAY AND TRY THE LORD SALISBURY TURKISH CIGARETTE. SHOULD IT NOT APPEAL TO YOUR TASTE THE CLERK WILL HAND YOU BACK YOUR MONEY ON THE SPOT.

IT WILL PAY YOU TO TRY— BECAUSE IT IS THE ONLY HIGH GRADE TURKISH CIGARETTE IN THE WORLD THAT SELLS FOR SO LITTLE MONEY.

Guaranteed by
The American Tobacco Co.
INCORPORATED
111 Fifth Avenue, New York, N.Y.

—which means that if you don't like LORD SALISBURY Cigarettes, you can get your money back from the dealer.

IF IT SHOULD HAPPEN THAT A DEALER REFUSES TO CARRY OUT OUR OFFER, SEND THE OPEN PACKAGE WITH THE REMAINING CIGARETTES TO THE MAIN OFFICE OF THE AMERICAN TOBACCO COMPANY, 111 FIFTH AVE., NEW YORK CITY, WITH YOUR NAME AND ADDRESS PLAINLY WRITTEN AND WE WILL SEND YOU OUR CHECK FOR THE AMOUNT YOU SPENT.

This LORD SALISBURY Cigarette advertisement is running now in Magazines of national circulation.

"It is the desire and policy of The American Tobacco Company to extend to its customers the maximum of service and every courtesy within its power."

The American Tobacco Co.
INCORPORATED
111 Fifth Avenue, New York City

A Live Number

MAPACUBA

The All-day, Every Day Smoke

Blended Havana filler. Sumatra wrapper. Finest workmanship. Popular prices, 10c, 2 for 25c, 15c. Widely advertised.

BAYUK BROS., INC.

Originators of the
BAYUK INIMITABLE BLEND and
BAYUK INCOMPARABLE BRANDS

Philadelphia

SAN MARTIN & LEON COMPANY

TAMPA, FLORIDA

Manufacturers of

HIGH-GRADE MILD HAVANA

CIGARS

Under their Brands:

"SAN MARTIN y LEON"
"HOYO DE CUBA"
and
"EL BRICHE"

Notes and Comment

Jacob Mazer, president of the Mazer Cigar Company, of Detroit, Mich., was a recent visitor in St, Louis, Mo.

Morris J. Levi, now with Julius Klorfein, is at present calling on the "Garcie Grande" distributors in the Middle West.

E. V. Schnoor, of the well-known jobbing house of that name, located in Wichita, Kan., visited Philadelphia recently.

Frank Diaz, of V. Guerra Diaz & Co., left Tampa recently for Havana, in search of some fine leaf for his famous "La Mega" brand.

Godfrey S. Mahn, of Philadelphia, has been a recent visitor in Havana, where he looked after additional supplies of imported cigars.

The "Norwood" cigar, manufactured by A. Siegel & Sons, of New York, is being distributed in Indianapolis by Hamilton, Harris & Co.

Joe Widdifield, representing the American Box Supply Company, of Detroit, Mich., has been calling on the Philadelphia trade this week.

The "Blackstone" cigar is securing favorable attention in many new locations in Philadelphia, due to the efforts of Baum & Neely, the local distributors.

Benjamin B. Odell has been appointed receiver for the firm of Gaston, William & Urgmore of New York, large exporters of Southern and Santo Domingo tobaccos.

W. W. Stewart & Sons, manufacturers of the "John Hay" cigar, located in Reading, Pa., have recently made a reduction of $3 per thousand on several of their sizes.

The Barnes-Smith Company, of Binghamton, N. Y., are placing the "Red Dot" cigar in many new places in Cincinnati, O. Strobl Bros. are the distributors in that city.

Reports from the State of Washington indicate that "Life" cigarettes are enjoying a growing demand. They are made by the Patterson Brothers Tobacco Company, of Richmond, Va.

The L. P. Cubberly Tobacco Company has been incorporated at Marion, Ind., with a capital of $40,000, by Edward Weesner, Frank Tukey and Walter Tukey as directors, to engage in the wholesale and retail tobacco business.

The United Leaf Tobacco Company, formerly conducted by Max Mayer and Emil E. Stern, and dissolved on January 1, is now operating at its former address, 212-214 Broome Street, New York City, under the sole ownership of Mr. Stern. Mr. Mayer retains his former offices and will engage in the importation of Turkish tobacco.

Stockholders of the Porto Rican-American Tobacco Company have authorized an increase in the capital stock from $5,000,000 to $10,000,000.

The Lauter Mercantile Company, 37 Battery Place, San Francisco, has made a beautiful display of the pipes and other products of the William Demuth Company.

The Little River Tobacco Company, of Dothan, Ala., has been incorporated under the laws of Delaware with a capital stock of $500,000, by G. H. Malone, D. C. Carmichael and A. Y. Malone.

The Cuban Cigar Company, of Denver, Col., has obtained a lot of profitable advertising by maintaining a good baseball team through several seasons. The team has the reputation of being the best semi-professional team in Colorado.

The Spanish Chamber of Commerce of New York has removed from 129 Water Street to new quarters at 113-115 Broad Street. Exporters who ship goods to Spain must submit to the chamber for signature, their certificates of origin.

Stern Mendelsohn Company, Incorporated, 165 Front Street, New York City, announce that while sound Porto Rico tobacco, stripped and booked, is not plentiful, they are in a position to offer such tobacco, in various grades, at reasonable figures.

It will scarcely be worth while to talk to G. F. Sanders, of Cheatham County, Tenn., about cutting his tobacco acreage. He got a total of $383.18 for tobacco raised in one acre. About a thousand pounds of leaf at $35 a hundred and 365 pounds of lugs at 6¾ cents a pound.

Gans Bros., New York, manufacturers of "La Muna" cigars, will remove from their present building on Seventy-sixth Street to 437 East Seventy-seventh Street. They have also arranged for the extensive expansion of one of their out-of-town factories, which is located where labor conditions are more favorable than they have been in New York City.

The tobacco company of John E. Hughes, of Danville, is to be reorganized. It is said that the old stockholders will remain in control and that Mr. Hughes will remain as one of the largest stockholders. The deal which was consummated by the First National Trust Company of Durham, N. C., involved the sum of three million dollars.

Products of the large tobacco concerns were among the most attractive displays at the recent Made-in-Richmond Exposition. The American Tobacco Company had in one booth a can of "Lucky Strike" seven feet high; Liggett & Myers showed tobacco from the field to the smoker, with "Fatimas" and "Chesterfields," plugs and fine-cuts, of course, "Velvet"; P. Lorillard Company showed cigars and cheroots made at the Whitlock branch; Larus & Bros. and the Reed Tobacco Company occupied the same booth with a fine exhibit of their products.

WD C TRADE MARK

Is Yours a "Money-Back-If-You-Want-It" Policy

IT doesn't mean you must make good if a man buys a cigar and comes back later saying, "I took but two puffs and it went out. I'd like to exchange it for another brand."

Nor does it mean that when a man throws his pipe at the cat and hits the stove you are obliged to replace the broken stem.

But every reasonable claim should be met promptly and pleasantly. Don't quibble.

"Your money back if you want it" has built up thousands of successful shops while "Can't do anything for you" has killed as many others.

Stand back of everything you sell. Responsible manufacturers will support you. Those that won't do not deserve your patronage.

You can guarantee every W D C Pipe and Tube. We'll stand back of you without argument.

WM. DEMUTH & CO.
NEW YORK
World's Largest Pipe Manufacturers

TOPIC
HAVANA CIGARS
10c. Straight, 13c., 2 for 25c
15c. Straight

The first choice among business men and after-dinner smokers, has met with wonderful success wherever placed : : :

Bobrow Brothers
Manufacturers
Philadelphia, Penna.
Makers of the famous "BOLD" cigar

MADE IN BOND
FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In
CHARLES THE GREAT CIGARS
A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER
SALVADOR RODRIGUEZ
TAMPA NEW YORK HABANA

Leaf Market Jottings

(*Continued from Page 10*)

grade crops recently offered brought the highest prices of the season, but most of the tobacco was of low grade. Farmers throughout the burley district are preparing for planting the 1921 crop. Organized effort toward curtailment of acreage has been abandoned, and while there are expressions of opinion that the crop will be smaller, there is nothing definite so far on which to base an opinion. The other Kentucky markets showed no marked variations from the averages of the past several weeks.

Official quotations of the Louisville Leaf Tobacco Exchange are as follows: 1919 dark red, trash, $4 to $7; lugs, $8 for common to $22 for good. Common leaf, $9 to $15; medium, $17 to $25; good, $30 and $35; fine, $45.

1919 bright red, trash, $6 and $10; lugs, common, $11, to good, $25. Common leaf, $16 and $22; medium, $25 and $28; good, $42; fine, $60.

1919 colory, trash, $7 to $12; lugs, from $14 for common, to $35 and $40 for good. Common leaf, $28; medium, $35; good, $45; fine, $65.

1920 dark red, trash, $3 and $4; lugs, $6, $9 and $11. Common leaf, $6 and $8; medium, $11; good, $25; fine, $35.

1920 bright red, trash, $4 and $5; lugs, $8, $9 and $12. Common leaf, $8 and $9; medium, $20; good, $30; fine, $36.

1920 colory, trash, $6 and $8; lugs, $10 to $16. Common leaf, $12; medium, $25; good, $40; fine, $55.

1919 dark crop, common leaf, $9 to $13; medium, $16; good, $20; fine, $25.

1920 dark crop, common leaf, $7 and $8; medium, $11; good, $13; fine, $14 to $20.

ERNEST BERGER RE-ELECTED BY TAMPA-CUBA COMPANY.

At the recent annual meeting of the Tampa-Cuba Cigar Company, the old officers were re-elected. They are: President, Ernest Berger; first vice-president, Ira B. Clark; second vice-president, D. G. Wise; secretary-treasurer, E. M. Peter. The executive committee includes Charles H. Hahn, chairman, J. T. Treasare, M. W. Merritt, Ernest Berger and E. H. Peters. The board of directors includes Ernest Berger, of Tampa; Ira B. Clark, of Nashville, Tenn.; H. A. Taylor, of Louisville, Ky.; Charles H. Hahn, of Minneapolis, Minn.; J. T. Treasare, of Gardiner, Ill.; H. W. Meritt, of Plains, Pa.; W. D. Mathis, of Hollywood, Cal.; D. G. Wise, of Atlanta, Ga.; and T. H. Peter, of Tampa, Fla.

FAILURE OF THE LOEB-NUNEZ COMPANY

At a meeting of the creditors of the Loeb-Nunez Company, at the office in Philadelphia on March 25, it was found that the books were confused, no outstanding accounts, bills receivable or stocks of tobacco were found. The sale of the office fixtures brought enough to pay counsel fees. The liabilities were $225,000.

MRS. P. H. GORMAN DEAD.

Following a brief illness, Mrs. P. H. Gorman, wife of P. H. Gorman, of the Universal Leaf Tobacco Company, died recently in New York City. She is survived by her husband and three sons.

EXCLUSIVE PROCESS
.... UNION MADE ....
Patterson Bros. Tobacco Co., Tr.
RICHMOND, VIRGINIA
IF YOUR DEALER DOES NOT HANDLE THEM, WRITE US

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
122 Second Avenue New York City

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged
1871 GATO 1871
Write for Open Territory
Factory: Key West, Fla. New York Office: 203 W. Broadway

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Tobacco Patents Granted

[Full details and specifications of the following patents may be had by addressing The Commissioner of Patents, Washington, D. C., and enclosing ten cents for each patent wanted. In ordering, give patent number only.]

No. 1,368,371. PIPE-BOWL AND IMPROVED PROCESS FOR MAKING SAME. Ross M. Taylor, Allegan, Mich., patentee.

Patent awarded for the combination in a pipe-bowl of a wooden shell with an interior annular depression toward the top, a lining of cement or similar plastic material suitably conformed to said bowl and its inner annular depression and having a compacted dense inner surface.

No. 1,361,908. POUCH FOR TOBACCO. William Scheuer, New York, N. Y., patentee.

A tobacco pouch consisting of a sack of flexible material having an elongated neck portion of less width than the remainder of the pouch, said neck being partly open at its end, the opposite end of the pouch having a relatively larger opening and means for closing the same; a yieldable compressible spreading device within the elongated neck and extending partly within the container, and arranged to maintain said open end closed.

No. 1,369,041. CIGARETTE TIP AND METHOD OF FORMING SAME. Gertrude T. May, Washington, D. C., patentee.

As a new article of manufacture; a strip of cigarette tipping material formed of a thin, inner, membraneous, natural layer of the bark of the birch tree.

No. 1,369,144. CIGAR LIGHTER. Frank Thilow, Philadelphia, Pa., patentee.

Patent for a cigar lighter comprising a container upon an externally threaded neck, a threaded top run upon said neck, a compressible washer interposed between the lower flange of the top and a flange formed upon the neck of the container, a burner having a shank projecting through the top, a reservoir secured to the shank, the reservoirs being open at the bottom; a boss carried by the top, a rod, the lower end of which is secured in said boss, a platinum holding cap, a lug formed with the cap, said lug having a hole through for the passage of the rod.

No. 1,362,893. TOBACCO-HANGING MACHINE. Lonnie J. Paylor, Danville, Va., patentee.

In a machine of the class described, a conveyor for hands of tobacco having a point of reception and a point of discharge for the hands, means operative during the conveyance of the hands for dividing the hands and maintaining them divided from intermediate points to their leaf ends and partially opening the leaves.

No. 1,369,624. PIPE AND LIKE STEM. Alvin A. Crossman, Vernon, Texas, patentee.

A smoking stem having a projection extending upwardly from its rear end, said stem having a longitudinal bore whose rear end extends upwardly into said projection and then turns forwardly and downwardly, opening through the projection at a point adjacent the upper side of the stem.

No. 1,370,431. CIGAR-BINDER-CUTTING BENCH. Willard J. Goodfellow, Bentley Springs, Md., patentee.

A bench adapted to be used for cutting cigar binder blanks comprising a platform, the platform being adapted to receive at its intermediate portion a stack of sheets, means being located at one end portion of the platform and adapted to be used for cutting the stack of sheets into bunches and bundles.

TAX PAID TOBACCO PRODUCTS.

The following comparative data of tax-paid tobacco products indicated by monthly sales of stamps, are obtained from the statement of Internal Revenue collections for the month of February, 1921:

Products	February 1920	February 1921
Cigars (large)		
Class A .....No.	138,897,555	130,855,758
Class B .....No.	202,510,343	162,516,762
Class C .....No.	238,645,677	187,282,281
Class D .....No.	9,422,942	13,097,216
Class E .....No.	4,355,683	2,972,465
Total	593,832,200	496,724,482
Cigars (small) .....No.	43,358,500	64,461,733
Cigarettes (large) ...No.	2,246,131	3,786,839
Cigarettes (small) ...No.	3,536,117,847	4,119,376,533
Snuff, manufactured, lbs.	3,502,477	2,909,943
Tobacco manufactur'd lbs.	31,531,460	27,096,592
Playing cards .....packs	3,150,768	2,615,442

D. EMIL KLEIN PRESIDENT OF THE CONSOLIDATED CIGAR CORPORATION.

D. Emil Klein has been elected president of the Consolidated Cigar Corporation, succeeding Samuel P. Gilbert. Mr. Gilbert has been president for the past three years, and Mr. Klein has been a vice-president in charge of the manufacturing department. Mr. Gilbert's home being in Detroit, he preferred to resign in favor of a New York man, as he did not wish to leave Detroit and felt that under the circumstances he could not do full justice to the interests of the corporation.

Other officers elected were: W. A. Tucker, vice-president; Louis Cohn, secretary and treasurer; Julius Lichtenstein was elected chairman of the board.

BENJAMIN A. KAISER DEAD.

Benjamin A. Kaiser, head of the corporation of the B. A. Kaiser Company, died in Boston recently. Mr Kaiser was born in New Orleans, where he attended Tulane University. He was engaged in business as a packer and jobber of leaf tobacco for about thirty years. The business was incorporated in 1915, and Mr. Kaiser was made president and treasurer of the company.

THE VALUE OF LAND.

An exchange states that a bulletin of the Department of Agriculture on the subject of Kentucky land values, states that land formerly valued at seventy dollars per acre is now worth only fifty-three, due to the comparatively low prices paid for tobacco this year.

Just as surely as two and two make four, if an acre of land is worth seventy dollars when a dollar is worth forty-three cents, the acre is worth fifty-three dollars when the dollar is worth sixty cents, and it will be worth about thirty-three dollars, when a dollar is worth a dollar.

Fifty dollars worth a hundred cents each are worth as much as a hundred dollars worth fifty cents each. What some writers need is to attend a primary school in political economy and finance.

NEW HOTEL OPENS IN DETROIT.

Detroit's newest hotel, The Wolverine, which opened on the 19th, has a finely stocked cigar department, which is being operated by the Watkins Cigar Company.

For Gentlemen of Good Taste
San Felice
8c
The Deisel-Wemmer Co.,
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BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
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CIGARS
The Juan F. Portuondo
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Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made fo every ten (10) additional titles necessarily reported.
made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

DR. MILAN R. STEFANIK, GEN. CESKO SLOVENSKY:—42,037. For all tobacco products. February 21, 1921. Frank Schramek, Milwaukee, Wis.

SCANDINAVIAN CLUB:—42,038. For cigars. March 3, 1921. Okray & Vanderlinden, Milwaukee, Wis. Trade-mark claimed to have been in actual use for about nine years, when it was first adopted by Wm. Lillydahl, from whom title was derived by registrant on February 16, 1921.

DICKINSON COUNTY COURT HOUSE:—42,040. For cigars. March 10, 1921. S. J. Shada, Iron Mountain, Mich.

HOB-NOB:—42,041. For cigars only. February 23, 1921. American Litho. Co., New York City.

SHELBURNE:—42,243. For pipes and smokers' articles. March 19, 1921. Metropolitan Tobacco Co. New York City.

HU-RAK:—42,245. For all tobacco products. March 5, 1921. The Ruxton Cigar Co., Baltimore, Md.

DISARMAMENT:—42,046. For all tobacco products. January 20, 1921. F. M. Howell & Co., Elmira, N. Y.

LORD ROYAL:—42 047. For cigars, cigarettes and tobacco. February 19, 1921. Solomon Perkin, New York City. Trade-mark claimed to have been in actual use for about twenty-one years when it was first adopted by A. Pazos & Co., New York City, from whom by several transfers title was derived by registrant on January 12, 1921.

DUE GUARD:—42,048. For all tobacco products. January 19, 1921. Gray-Richman-Juergens Co., Cincinnati, Ohio

WALSTEN:—42,049. For all tobacco products. February 4, 1921. F. M. Howell & Co., Elmira, N. Y.

ALFRED AUSTIN:—42,050. For all tobacco products. February 4, 1921. F. M. Howell & Co., Elmira, N. Y.

CORTRIGHT CIGAR:—42,052. For cigars. March 5, 1921. L. Samuels & Co., New York City.

OSCAR MAXWELL:—42,053. For all tobacco products. March 5, 1921. Oscar Maxwell, New York City.

JUS-TAK-A:—42,054. For cigars only. February 28, 1921. Mildred MacGowen, Tampa, Fla.

ARTLAND:—42 056. For all tobacco products. March 17, 1921. American Litho. Co., New York City.

PROVEN TERRITORY:—42,058. For cigars, smoking tobacco and stogies. March 17, 1921. H. A. Bridgman, Paris, Ill.

WIL-GRO:—42,059. For all tobacco products. January 15, 1921. American Box Supply Co., Detroit, Mich.

TRANSFERS

LA VALETA:—15,847 (National Registration Bureau). For cigars. Registered December 23, 1908, by G. Merz & Son, Chicago, Ill. By various transfers acquired by A. C. Henschel & Co., Chicago, Ill., January 12, 1921.

RIO VISTA:—12,618 (Trade-Mark Record). For cigars. Registered March 1, 1893, by R. Monne & Bros., New York City. By various transfers acquired by Louis Altman, New York City, and re-transferred to C. B. Perkins, Boston, Mass., March 17, 1921.

VARDO:—29,514 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered November 14, 1913, by Steffens, Jones & Co., New York City. Transferred to Geo. Schlegel, New York City, March 2, 1921.

VAN DAM:—26,329 (Tobacco Leaf). For cigars, cigarettes and tobacco. Registered October 21, 1903, by American Litho. Co., New York City. By various transfers acquired by Peter Dornbos, Grand Rapids, Mich., and re-transferred to Monroe Cigar Co., Grand Rapids, Mich., July 17, 1920.

AMERICAN SALUTE:—13,444 (Tobacco Leaf). For cigars. Registered May 5, 1897, by Wm. Steiner Sons & Co., New York City. By various transfers acquired by Gustave Graber, New York City, and re-transferred to Louis Klein, New York City, March 8, 1921.

GLORIA CUBANA:—19,011 (Trade-Mark Record). For cigars. Registered April 9, 1898, by Schumacher & Ettlinger, New York City. Transferred by American Litho. Co., New York City, successors to Schumacher & Ettlinger, to Lincoln & Ulmer on October 6, 1915; and re-transferred to Oscar Maxwell, New York City, March 8, 1921.

COUNT RUMFORD:—28,624 (Tobacco Journal), **and 27,351** (Tobacco Leaf). For cigars, cigarettes and tobacco. Registered March 31, 1904, by O. L. Schwenke Litho. Co., Brooklyn, N. Y. Transfered by The Moehle Litho. Co., Brooklyn, N. Y., successors to O. L. Schwencke, to the American Litho. Co., New York City, March 21, 1921.

LA PERENNIA:—29,046 (Tobacco Journal). For cigars, cigarettes and tobacco. Registered June 28, 1904, by O. L. Schwencke Litho. Co., Brooklyn, N. Y. By various transfers acquired by Straus Cigar Co., Richmond, Va., and re-transferred to W. K. Gresh & Sons, Norristown, Pa., March 15, 1921.

CANCELLED

DR. MILAN R. STEFANIK:—42,018. All tobacco products, Registered February 21, 1921, by Frank Schramek, Milwaukee, Wis.

GENERAL CESKO SLOVENSKY:—42,019. All tobacco products. Registered February 21, 1921, by Frank Schramek, Milwaukee, Wis.

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VOLUME 41 NO. 8

The TOBACCO WORLD

APRIL 15, 1921

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ACTUAL SIZE
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The Tobacco World

Established 1881

Volume 41 April 15, 1921 No. 8

TOBACCO WORLD CORPORATION
Publishers
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Volume 41

THE TOBACCO WORLD

Established 1881

Number 8

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, APRIL 15, 1921 Foreign $3.50

EDITORIAL COMMENT

THERE should be no hesitancy on the part of the tobacco industry in responding to the movement set on foot by the T. M. A. to create a monster petition in an effort to secure some consideration for the industry at the special session of Congress.

One of the good things about this petition is the fact that its purpose is to interest and secure the support of the consumer. Enough petitions are being distributed to the prominent retail proprietors of the country to list 10,000,000 names.

Should even half this number be secured, it will be a splendid victory for the industry.

Tobacco taxes are too high. They should come down. A petition for this purpose will receive strong support from the consumer, who is the court of last resort.

There is no question but what there is a large potential cigar market, the effect of which is not felt today because prices are too high. This market will not develop until the prices come within the limit which this market sets. When they do, sales will multiply and revenue for the Government will increase.

One of the quickest ways to develop this market will be to see that prohibitive revenues are no longer maintained. A reduction in revenue will mean a reduction in the price of tobacco products.

By interesting the consumer in this gigantic effort to petition Congress, the consumer is given still further evidence of the fact that revenue taxes in most cases make up a very appreciable part of the cost of tobacco products.

THERE is some indication that the cigar business is convalescing as the jobbing and retail trade seem to have made their slogan, "Back to Standard Brands."

There seems to be some orders on hand as numerous branch factories through the First District of Pennsylvania give signs of resuming operation.

No doubt the old stocks are practically liquidated in such cases, and these companies are now in a favorable position to resume manufacture. This has been hastened in some cases by the announcement of lower price levels, which have had a favorable effect on the jobber and retailer. Very naturally this means lower price levels for the consumer and this, too, tends to encourage business.

It is safe to say that the jobbing and retail trade has more faith today in the popular and well-known brands of the country than ever before. The period through which the industry has been passing has taught not only the jobber and retailer but the manufacturer as well that the smoker today demands value-giving brands. And the smoker gives evidence of his knowledge that the dependable brands are usually those which are widely advertised and well known to the consuming public.

ON another page appears an article regarding the retail tobacconist and the law. It points out to the tobacco industry that security against attack lies only in conducting the tobacco business on a plane above reproach. Its use or non-use is an honest question, but retail stores that do not measure up to the best ethics of the retail cigar business have no place in the industry.

With more than half a million retail outlets for cigars and tobacco, there is a tremendous field to be covered.

But every manufacturer should instruct his salesmen to discourage, whenever it comes under their observation, any practices that conflict with the law, or which reflect on the industry.

This article is very pertinent in view of the activities of the W. C. T. U. and other anti-tobacco organizations, and every retailer, jobber and manufacturer should take the time to read it.

If the industry does not do its fair share toward keeping the retail stores free from entangling alliances it will at some time have the pleasure of seeing some outside force endeavoring to curtail the business of the entire industry.

The enforcement of the law has always been in the hands of the respectable elements of any community, and with the vote in the hands of the women, like a child with a new toy, they are hunting up things to have the law enforced against.

Clean up now and don't give them a chance.

The Retail Tobacconist and The Law

IN a certain city adjoining a larger city a good-sized and a very profitable business was built up in punch boards. For the most part these boards were located in cigar stores or at least in stores that sold tobacco. These boards and in some cases other gambling devices were openly displayed and openly used. The proceeds were divided between the storekeeper and the manufacturer of the boards and there was a nice profit.

Though it was against the law to use these boards, slot machines and the like, the city authorities did not interfere with their use or even suggest that they should not be so openly displayed. It has been said that members of the police force in uniform have been seen to play the boards.

School boys, however, frequently squandered all their money on these boards. Sometimes the effort of their part to beat the game resulted in actual theft in order to get the necessary money. In one case a boy who had a paper route never had enough money to pay the paper dealer and his parents had to meet the bill. In the end they had to make him give up the route altogether.

A number of mothers made complaints to the chief of police and even to the mayor without result. These officials had never seen any of the boards apparently. At least they insisted that there had been no complaints to speak of. It would seem that it was perfectly safe under these conditions for all the tobacco stores to break the gambling laws to their heart's content.

In the meantime, however, the women of that State were given the vote. They began to make new complaints to the city officials and at first did not receive any more attention. Now that the women had a vote, however, they could demand more than they had been demanding in the past. They were also better organizd. It was not long before the matter was being given attention in some of the newspapers. A reporter collected data and evidence, and this with names, places and dates was published.

Like magic all those gambling devices disappeared but the women are not yet satisfied that they have ceased to exist or that the traffic in them has been discontinued. These women now have the vote, they are organizing. A great many of them are mothers who realize the dangers to which these devices subject the youths. They are going to be heard from on next election day.

If within a reasonable time, these women are not satisfied that all the stores are obeying the law, there is the best of evidence that they are going to start an anti-tobacco campaign in an effort to close all the cigar stores. If they succeed in making the sale of tobacco unlawful they believe that they will succeed in doing away with a lot of the gambling devices that are now being used.

It is well to remember that the movement that finally resulted in the closing of the saloons and the making of this country a dry country was the one that connected the saloon with crime. If the tobacco dealers allow tobacco stores to be named in connection with the breaking of the law, they are going to leave the tobacco industry open to a similar vulnerable attack.

Of course, the stores mentioned that were using these gambling devices were only a small proportion of the total number in the State. However, it does not require very many to start public opinion.

Just as the man, who liked a drink occasionally or even took something regularly every day, voted dry because of the evil effects that he feared the saloon might have upon his sons and daughters, so the habitual tobacco user may be persuaded to make the raising and the sale of tobacco unlawful if he can be shown that there is any very large percentage of tobacco stores in which boys can play games or form habits that will lead to crimes that later will land them in jail. The very men who are actually playing those punch boards today or using other gambling devices in the tobacco store may later on be the most ardent for the abolition of tobacco.

If the liquor dealers had gotten together and cleaned up the saloon themselves without any pressure from the outside, there is every reason to believe that the eighteenth amendment would not have been passed. If the tobacco industry permits tobacco dealers, no matter how small or few in number they may be, to break the law there is good reason to believe that the time will come when the tobacco industry will follow the same path that the liquor industry has followed.

Tobacco is not an essential to life and happiness. People got along without tobacco for a much longer time than they did without alcoholic stimulants. It was not so many years ago when liquor was considered a much greater necessity than tobacco has ever been considered.

It was the people who retailed liquor and the manner in which they conducted the places of business, added to the fact that within the industry no apparent attempt was made to make things better that proved the death knell of the liquor business. Like the saloon, the tobacco store is a man's store. Like the saloon, it is dispensing a product that mankind can get along without.

All this means that if the tobacco store is to survive it must keep itself above suspicion. The only effective way in which this can be done is for the industry itself to organize with that end in view. A few bad spots will do more harm than fifty or a hundred good ones can off-set. Everyone who for any reason is interested in ending the tobacco business will feature the bad spots. Not many are likely to say so much about the good ones.

It is to the interest of every tobacco dealer in the country to have each and every other dealer obey the law implicitly. Each dealer who does not obey the law in every respect is casting a shadow upon every other dealer. Any law breaking that stirs up the mothers of the community is especially dangerous.

It is well to bear in mind at all times that the women have only just secured the vote and that they are looking for some effective way in which to use it. They are getting organized. They are likely to bring up new issues. It is not wise, to say the least, to leave open any point of attack upon the tobacco business.

Of course, the incident mentioned in regard to the punch boards is an isolated case. It, however, has been sufficient to get the women of the community up in arms and they are keeping the closest watch on proceedings. It remains to be seen what the results will be, but it most certainly is unfortunate for the tobacco business that any such incidents can be connected with it in any way.

It will be a very dangerous course to allow the women to clean up the tobacco stores. They are accustomed to cleaning and they may do it in such a thorough manner that there will be nothing at all left. It will be much better for the dealers themselves to organize and see to it that each and every man in the business does obey the law.

Business men, more and more are coming to do this. They have found that it is profitable to do so. In city after city better business bureaus are being established with the purpose of placing the retail business done in those cities on a higher plane. Today advertising must be honest because advertisers and advertising men are taking steps to see that it is honest. There is on all hands a general cleaning up.

The final enforcement of any law depends to a very marked extent upon the business men of a community. If they are for the enforcement it is usually enforced. If they are against it, the chances are that the enforcement will not be strict enough to displease these business men. It is not necessary to bribe the city officials to bring about these results. The business men control the government to a great enough extent to make this unnecessary. The chances are that practically all of the officials are business men anyhow.

This means that all that is necessary to keep any class of business men up to a given standard is to create a sufficient sentiment among the other business men that they should come up to this standard. The rest will probably take care of itself.

The moment that the tobacco dealers start in to create a sentiment among business men that the tobacco dealer should always conduct his business on the highest possible plane and that in no instance should any law breaking by any store selling tobacco be countenanced, the tobacco industry is going to be placed upon a much firmer foundation than it is today. Allow a gradual lowering of the standards maintained by the average store selling tobacco and nothing on earth will be able to save the industry.

The whole future of the tobacco business depends to a far greater extent than is generally supposed upon the attitude that the men in the industry take during these few years towards the standards that the tobacco dealer should set for himself. It is necessary to act now and not to delay.

ENGLEHARDT BROTHERS EMBARASSED

A petition in bankruptcy has been filed against Englehardt Bros., cigar manufacturers, with headquarters in Nashville, Tenn. The liabilities of the company have not as yet been made public.

HOW TO DISTRIBUTE OVERHEAD

HOW to Distribute Overhead Expenses in Good and Bad Times" is the subject of a bulletin issued today by the Fabricated Production Department of the Chamber of Commerce of the United States.

"Our cost systems are too inflexible," the bulletin says, "under ordinary cost methods, still largely in use, overhead expenses are spread too thin in times of forced production, and massed too heavily in periods of slight demand and output, giving in the latter case costs that are artficially high and unfair to the public, and moreover costs which the market will not generally sustain.

"Cost systems should provide that these expenses usually designated as overhead expenses, should be pro-rated on the basis of a normal year—the 100 per cent. mark on the business thermometer. Thus in time of unusual production, production exceeding normal, the overhead should be more than used up in costs, and a surplus out of overhead cost created to take care of those times when the output is below normal, and the overhead charges not fully cared for in the costs of that year.

"To take a very simple illustration: Let us assume the normal output of a deparement is 100 pieces and the overhead $100, on an overhead charge of $1 per item. If the department produces 150 pieces at a normal overhead charge of $1 per item, not only will the $100 overhead be used up, but there will be an additional $50 as a reserve. When the output of the department drops to 50 pieces, only $50 overhead will be applied to this reduced production, and the difference made up from the reserve established during unusual production.

"The determining of a normal year is not an easy matter. It requires a long look behind, not forgetting also to look ahead. It is by no means sufficient to accept the operations of the preceding year as the sole standard. The normal year is different for a new organization or industry from what it is for one long established.

"The setting up of estimated overhead charges based on a normal year does not mean the abandonment or compromising of actual overhead costs.

"It is not the intention to forego or wipe out a single dollar of overhead expense that can be legitimately and fairly charged to operation, sales or administration."

In conclusion the bulletin says that "the treatment of overhead in the way indicated is not a panacea for all our industrial ills. The control of overhead in a manner fair to the business men as well as the consumer is one step and only one step, toward realizing more stable prices and eliminating those wild fluctuations that culminate in industrial depression. Such a consideration also points out the moral that the hope of permanent reduction of costs rests in the greater, more continuous and more regular use of our industrial facilities.

"Thousands of firms went through the recent years of full blast operation upon a basis of overhead distribution essentially unfair to them. A start in the right direction must be made, and upon such firms is urged a consideration of adjustng overhead charges on the basis of a normal year, and it is so advised both as an advance in sound cost accounting and as a measure to facilitate that business revival we all desire, need and anticipate."

LEAF MARKET JOTTINGS

ANOTHER spurt of buying in Lancaster County probably cleaned up to ninety per cent. of the 1920 crop. The remaining ten per cent. is held by growers who will do their own packing, or those who still think that they can get better prices by holding back. As fast as the tobacco has been sold, it has been delivered to the warehouses, as the growers want to get their money and turn their attention to the spring work on their farms.

The "Lancaster Examiner" relates a rather amusing incident. It says: "At best the tobacco business is a peculiar proposition, to say the least, and it is astonishing how differently men will look at the same crops. Instances of this sort can be found on all sides. One particular case we have in mind at the present time is a funny one. Several days ago a buyer looked over a six-acre crop and after doing so, told the grower that he could not make him an offer, as the crop was in a poor condition. The very next day the grower sold the entire holding at eighteen and four cents and when he delivered it the warehouseman, who is regarded as an expert in business, complimented the farmer on the excellence of the crop. It is a mighty hard matter to find two buyers who will look at a crop in the same way. It may be for business reasons or it may not, the question being entirely open to debate."

Preparation of seed beds is now in active operation and with it has also arrived the season for speculating in the matter of the crop that is to come. Some farmers seem to be undecided as to what variety of leaf to plant, others are worrying over the acreage they will put out and all classes and conditions are debating whether or not the next crop will be a profitable one. Advance reports seem to indicate that the acreage, if cut at all, will not be shaved now to any considerable extent.

In Wisconsin things are moving about as usual. There is still eight or ten weeks work ahead for the packers. The stemmeries continue fairly busy.

As regards prices there is no change, the purchaser offering only what he consider the tobacco worth. As usual in such cases the quality of the leaf is the deciding factor.

The Division of Markets had a representative in Edgerton on April 2d, when the plans for a leaf tobacco sales organization was discussed. They also discussed the standardization of leaf, which is coming more and more to the front as a necessary step in marketing.

The chief object of the organization is to secure pledges for acreage.

Regarding the rumor in the trade that there was considerable Wisconsin binders being sold as Connecticut wrappers the *Wisconsin Tobacco Reporter* has the following to say:

"It has been asserted time and again in recent months that Wisconsin binder leaf is shipped to New York or other eastern centers, where the best leaf is taken out and resold both to Wisconsin and other States as Connecticut wrappers. This general talk has not, however, been substantiated with any actual record of such sales to manufacturers. No names of cigar manufacturers thus buncoed have appeared as evidence of this alleged practice.

"If such a thing is going on, the manufacturers who pay Connecticut wrapper prices for Wisconsin binders, are quite sure to look into the matter. Besides, a pretty close count is held on the amount of binder leaf produced of the Connecticut type—it is not such an awful lot—and those who sell Wisconsin binders as Connecticut wrappers would soon be found out. That the practice is as general, as the Wisconsin growers have been led to believe, by folks who do a lot of loose talking, is laughed at by experienced tobacco men."

The Connecticut growers are not in a very favorable situation, as there is no inclination being shown on the part of the buyers to purchase the crops still in the hands of the growers.

This may be due to the fact that the growers are sitting pretty tight as regards prices. Buyers in practically every line are singing a loud and long song about the declining markets, but it is a question as to how much the various markets would be stimulated by a reduction in prices. Then again there is the question of real worth, and supply and demand is the determining factor.

As regards the leaf, reports differ. Some who want to buy find it very poor, while those simply looking over the crops in a general way report that there is still some very desirable tobacco unsold.

One thing that may stimulate sales and bring about a reduction in prices is the fact that there are a great many growers who will soon be needing more money in order to take care of their farms and to carry their present holdings.

Further review of the Southern markets show that the Wilson market made the record sale of the season and that Winston-Salem was second.

(*Continued from Page 20*)

Happenings at Washington of Trade Interest

(Special from THE TOBACCO WORLD's Washington Bureau.)

Washington, D. C.

DUTIES on imported tobacco, the same as included in the emergency tariff bill passed at the last session of Congress and vetoed by President Wilson, are provided in the emergency tariff bill introduced on the convening of the extra session on April 11, which was passed by the House of Representatives within a very short time.

The revival of agricultural industry will help to put 3,000,000 idle men to work, and when they are profitably employed they will in turn help to restore the normal domestic consumption of farm products, the House was told in the report prepared by Representative Young, of North Dakota, which accompanied the bill.

The most serious obstacle to the revival of industry is the paralysis of agriculture. "While it is true that we are in the grip of a nation-wide industrial and business depression which has distressed many, impartial observers are of the opinion that agriculture is the hardest hit of all," it was declared in the report. "In addition to abnormally low prices, and in some instances no price at all, practically everything the farmers buy is from 50 to 100 per cent. higher than pre-war levels.

"The prosperity of this country is based primarily on agriculture. If the American public permits class after class of American farmers to be driven out of their industries by competition from one source or another the whole country will be impoverished slowly but surely. The sooner an average man realizes that his interest is absolutely inseparable from that of the agricultural producer, the sooner will the entire country be on a more prosperous footing again."

A conference to discuss the general situation in Cuba will be held within a few days at the Department of State. The department has invited R. B. Hawley, president of the Cuban-American Sugar Company, of New York; the Cuban representative of the National City Bank of New York and the Royal Bank of Canada to be present.

Mr. Hawley, and Edwin P. Shattuck, representing American-Cuban interests, called on Under Secretary of State Fletcher some days ago to protest against the inclusion in the new tariff bills to be considered by the extra session of Congress of any provision increasing the duties on tobacco. Strong arguments were advanced by the two men to establish the inadvisability of any increase in the tariff on these commodities in view of existing conditions.

Senator Smoot's proposal for a sales tax will be approved by the Treasury Department only after careful study of all phases of the matter, it has been announced by Secretary of the Treasury Mellon. There are so many sides to the question, said the secretary, and it is subject to so many limitations, that it would be impossible to make any satisfactory decision until all data concerning the tax and its possible results had been thoroughly digested.

Under the tax advocated by Senator Smoot, of one per cent. on the gross sales of all establishments and persons doing a business of more than $6000 a year, the Government would collect one and one-quarter billion dollars, it is estimated. However, estimates as to the amount of revenue to be collected from a sales tax vary greatly, and in an effort to guard against over-estimates of the revenue to be derived and the consequent disarrangement of finances should the actual revenue fail to meet expectations, the experts of the department are using every possible method of checking up their estimates and it is expected that if the estimates of the department err at all, they will minimize rather than exaggerate the revenue to be derived from any tax.

The question of a sales tax as applied to tobacco is receiving the earnest study of the Secretary's tax advisors. It is realized that tobacco has reached the point of saturation, so to speak, and that any additional tax impositions will result in decreasing the sales and so fail to procure any added revenue for the Government. The department is now engaged in figuring out some way of dealing with the tobacco industry should a sales tax be adopted.

Several suggestions have been made, one of which, the easiest to apply, would provide for the exemption of tobacco from the sales tax. This, however, would set a bad precedent, it is thought, and would result in other commodities being urged for exemption also. Another method would be to reduce the present taxes on tobacco by the amount of the sales tax, but this would be difficult to get through Congress since that body is not desirous of reducing any taxes for any reason at the present time.

It is felt, however, that it will not do to tack the sales tax on top of all the other taxes the tobacco industry now pays, and the Treasury Department, if at all possible, will find a way to lighten the burden on the trade.

Americans will no longer be required by the Government to secure passports before leaving the country, in accordance with an opinion by the Attorney General, which held that the passport control law ceased to be operative upon the passage of the resolution repealing certain war legislation. Advice

(*Continued on Page 18.*)

Talks By The Traveling Man

By Frank Farrington

I FOUND myself seated at the same writing table in the hotel with Dick Somers, the cigar salesman. I discovered him when I looked up some minutes after I had heard someone sit down there. I might not have looked up then had it not been for a smothered exclamation that sounded like a condemnation of the blotters he held in his hand while he viewed a badly inked letter on which the blotter had spread the ink around instead of taking it up.

"What's the matter, Dick?" I asked.

"It's you, is it?" he asked grouchily. "Did you ever see anything like these accursed blotters? Why in Sam Hill can't this hotel supply good blotters instead of these shingles that won't take up ink any more than a stove lid?"

"They get these free," I suggested in explanation.

"That doesn't make 'em any better. I suppose they are edvertising blotters and—my gosh! They're from my house at that. Well, I'll be damned! Now, tell me, does using one of those petrified pieces of wood make you want to walk over to the cigar stand and ask for one of those famous 'Rappahannas' I sell them?"

"I judge you don't favor blotter advertising very much," said I.

After tearing up the letter he had ruined, and depositing it in the waste basket, Somers said:

"You judge wrong, then. I know blotters can be made mighty good advertising, but our advertising department sure fell down on this job. These things aren't blotters. They are profanity producers. Why doesn't the boss pay enough to get real blotters? Then they would do him some good if he gave them good distribution."

"What do you mean by 'good distribution'?" I asked.

"Well, in the first place you've got to figure out who the people are whose business you want to get, and then you want to get your blotters in their hands. You wouldn't use blotters to get business for the house. You'd go into the trade papers for that. But to get business for the dealer, you might send him some blotters to use like these are used. If this hotel cigar stand had some high-class blotters with a good advertisement on them of those 'Rappahannas,' and if they put the blotters all around on the writing desks here and in the rooms, they would make some business."

"How about local dealers getting up blotters of their own to advertise their stores?"

"Well, they're a good proposition and I know some fellows that have made that kind of advertising pay well. If a dealer gets a good blotter and puts it into clubs and business offices and all sorts of places where men have occasion to write, such as desks in the telegraph offices, post office, bank lobby, and so on, he will get some good advertising out of it.

"Any business man likes a nice, clean blotter on his desk and he knows he needn't pay money for them because there are enough advertising kinds to be had free. I'll tell you what I saw in the way of a cigar dealer's advertising blotter the other day. It was a long blotter, cut from good blotter stock, with a smooth back, and on the back there was a calendar for the current month and a neat advertisement of a special brand of cigars, and mention of a brand of cigarettes, with prices on both. This dealer has a mailing list of men and he sends a new blotter to each one on the first of every month. Some of them he has a clerk distribute for him in the offices in some buildings. This fellow goes right through the building, leaving a new blotter for each office, and they've got to expecting him on the first of the month.

"That dealer told me he could count up a good many customers he had secured just through those blotters. His advertisements on them give his 'phone number and they say, 'If you want smokes of any kind, telephone us and get immediate delivery of your favorite brand.' These blotters are all distributed within easy delivering distance of the shop. He often gets a call from some office where some men are having a business conference. They run out of cigars and the blotter there on the desk brings a telephone call for some smokes right away. He has got a good many new customers started just because they wanted this service unexpectedly sometime. Advertising like that might land just one new customer who would soon pay in enough to cover the cost of that issue of blotters.

"You see, a blotter on a man's desk will get to him at a time when no other advertisement and not even a salesman could get near him. If the blotter is a good one and gets used, it is right where you want it to be. This dealer has got the head man or the head woman in some offices to put his blotters on the desks for him and keep fresh ones in place, by giving that man or that woman a few smokes or a box of candy now and then.

"Here is the way one of his blotter advertisements reads, as I recall it:

WANT A CIGAR NOW?

Perhaps you have no cigars in your pocket or desk and you want a smoke?

Perhaps you want a lighter or a heavier cigar than you have with you?

Perhaps some friends come into the office and you want smokes right away.

Call Main 4687 and give us your order.

We'll have the smokes right there in 5 minutes.

All the standard brands.

"Rappahannas" in 6 sizes, 10c. to 50c.

Green's Cigar Shop.

(Continued on Page 18.)

Business Building

By a trained Business Man and Advertiser
Written especially for
THE TOBACCO WORLD
by A.E.P.

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TAKES some skill to be a successful cigar dealer, believe me. There's the subject of how to treat

You are ambitious, me boy! That is good—shake! You want to make the most of yourself, in a business way—in every way. Still good!

You have observed the pusher, the aggressive one, the man with a busy tongue and loud voice, is in the lime-light, and seems to be getting on. You say he has Nerve, that Nerve is the thing, and you will cultivate your Nerve.

You are absolutely right; and I wish you large success. Nerve is the thing. But let us get the meaning of Nerve. Nerve is doing, not boasting. Nerve is making a high resolve to study, to work, to master the details of your business, to develop yourself to the utmost in every possible way, to acquire confidence in your trained self, and let it shine out through your actions—not loud words—so every one can see that you have character and ability.

Nerve is energy, day after day through the years.

Nerve is politeness under all sorts of difficulties. Nerve is perseverance, which causes you to stick to your high resolve. Develop your Nerve and it will lift you high. But don't confuse it with boastfulness, or loud and empty talk; for these will lift you awhile to dump you in the mud.

A LITTLE chat to the young fellows—proprietor and clerks!

your customers, for instance. You have all kinds of customers—from the devil-may-care fellow who likes to be thumped on the back with a heavy fist and called an unjailed scoundrel, to the dignified elderly gentleman whom you address as Mr. Richly, and say "sir" in every sentence you speak.

These, with all the grades between, constitute say a hundred different kinds of folks.

Have you studied them with care, and do you treat them in a hundred different ways?

If you *don't*, you are losing part of the trade of a certain proportion of them.

If you *do*, you are a student of human nature, a flexible man, a diplomat. You are just the man President Harding is loking for to send as United States Ambassador to France, or Spain, or Italy. But the probabilities are you have such a profitable trade that you wouldn't give it up to take the post of ambassador to Italy at a salary of only seventeen thousand dollars per.

IN the long run," said a successful merchant, "the greatest profit is usually made by those who seek only a small margin." The big money-makers among retailers are those who have an eye for quick profits, rather than long profits.

It was Benjamin Franklin, was it not, that intellectual wizard, who said, "A nimble dime is more profitable than a slow dollar."

This is a factor you should consider when thinking of handling popular brands and advertised brands. They do not pay as large percentage of profit as other goods, but their quick turnover and their popularity make them more profitable to you in the long run.

Besides that, they give a certain amount of prestige to your store. They are first-class goods, they carry a guarantee of satisfaction, and the customers form the impression that your store is also first class.

THEY have been stated a thousand times, and will be spoken a million more. I refer to the following ideas and words which I heard recently in a business talk. Read them therefore, though they be stale and dry. Read them, because your are neglecting some of them. Read them, and be influenced to be a little more particular.

"A merchant simply must think about the looks of his store, his counters, his shelves. People will no longer tolerate the slovenly, unsightly retail shop. The chain stores are learning how to make things look spick-and-span. Merchants are learning how to make their counter-displays and case-exhibits good to look upon. Getting display for goods in the store is more vital now than it was a year ago. A handsome package has more advertising value."

I LIKE to hear big men make speeches; don't you? That is when I have a front seat where I can easily hear all that is said.

They say things! That's the reason—things that are real wheat—that stick—that often sound like money. And then I pass these things on to you.

The other evening a man, talking on patriotism said these few words about retailers:

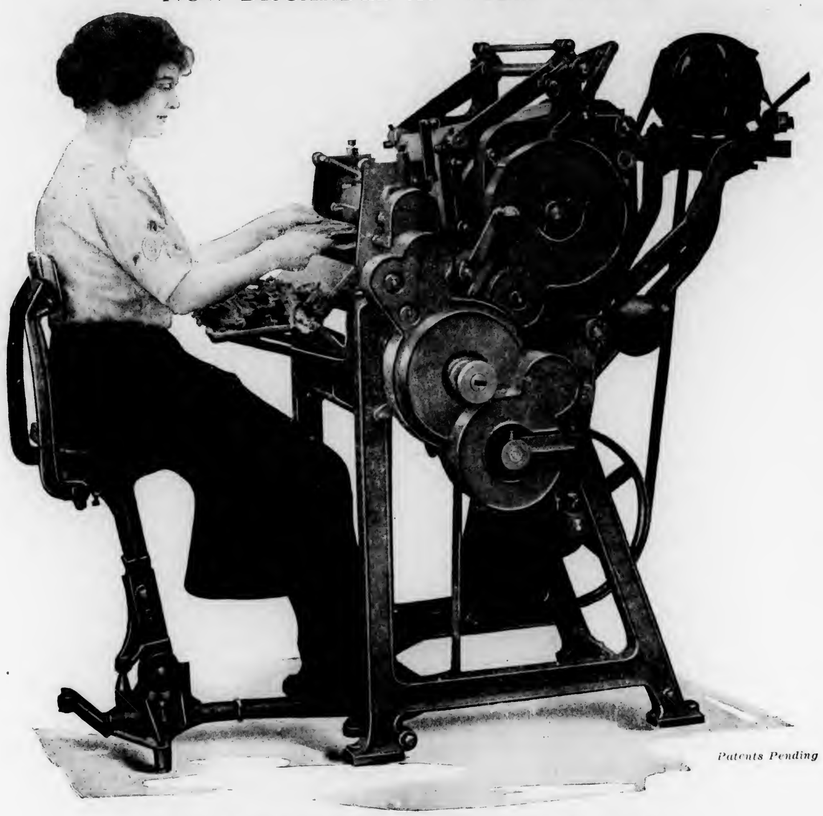
"This is the time when retailers must take advantage of increasing business by catering to the public needs at equitable prices for dependable goods. Business can be encouraged, but it cannot be forced.

(Continued on Page 16.)

THE NEW MODEL F

Universal Stem Crushing Machine

WILL SAVE 15% TO 25% ON YOUR FILLER TOBACCO
NOW DISCARDED AS "STEM" WASTE



Patents Pending

THE MODEL F UNIVERSAL TOBACCO

Stem Crushing and Booking Machine and Folding Chair

$600.00

F. O. B. Newark, N. J., U. S. A.

UNIVERSAL TOBACCO MACHINE COMPANY
116 West 32nd Street, New York, U. S. A.
Factory: Newark, N. J., U. S. A.

THE MODEL F UNIVERSAL TOBACCO

Stem Crushing and Booking Machine

by crushing (not corrugating) the filler tobacco stem, renders the entire leaf, stem included, smokable. The finished cigar looks the same, tastes the same, smells the same, smokes the same—and is, by every smoking test, exactly the same as a cigar made from an equal grade of "stripped" filler.

WE MAKE THIS STATEMENT WITHOUT RESERVATION, BECAUSE WE KNOW, ABSOLUTELY THAT IT IS TRUE.

Your Filler Tobacco Will Make 15% to 25% More Cigars

The Model F Universal Stem Crusher flattens (not corrugates) the stem to the consistency of the leaf, removing at the same time, the gum moisture.

One hundred pounds of filler tobacco, when "stem crushed" on the Model F will return practically one hundred pounds of filler ready for work. "Stripping" wastes, in the form of scrap and stems, from one sixth to one quarter of high-cost filler tobacco. Therefore, the Model F machine, enables the cigar manufacturer to make 15% to 25% more cigars from the same amount of tobacco.

One Stem Crusher Equals Two Hand-Strippers

Besides this outstanding saving in filler tobacco, the model F reduces your labor cost. One operator, with a Model F can stem crush approximately twice as much as the average worker can "hand-strip." The machine is simple in operation and construction so that almost anybody can learn to run it in a few hours. Even inexperienced hands gain skill and speed quickly.

Fortify Yourself Against Competition

Cigar Manufacturers will readily see the possibilities offered by the Model F Universal Stem Crushing and Booking Machine. Our production on this machine is limited and we are shipping in rotation as orders are received by us. The opportunity to secure the advantage of early installation will not be long available.

Complete information will be sent upon request

UNIVERSAL TOBACCO MACHINE COMPANY
116 West 32nd Street, New York, U. S. A.
Factory: Newark, N. J., U. S. A.

UNIVERSAL TOBACCO MACHINE COMPANY OF CANADA, LTD., 108 St. Nicholas Building, Montreal, Canada

Business Building

(Continued on Page 13.)

"This is the time for salespeople behind the counter to remember that truth, courtesy and smiling service are the three great assets of personal success.

"This is the time for all to work, with might and main, each at his own business, and thus help bring on the prosperity which is due."

DID you read that article last month, written by The Traveling Man? I did—and between you and me—the shoe pinched. It was about dress, and the necessity of a cigar dealer dressing well. All business men for that matter. I got up and looked at myself with the cold eye that the president of a big corporation would give if I called to solicit some work in my line.

And I fell short—I sure did. My hair was somewhat mussed. I should have shaved that morning. My shoes needed a shine. There was dust on my coat.

I remembered that my neighbor in the suburbs, who worked up from a poorly-paid clerk to a partnership, told me that neat dressing had helped him greatly in his climb.

I therefore made a resolution then and there. I swore by the beard of the prophet that I would be more particular in my dress hereafter if it breaks a leg. And since then I've got several interesting orders.

The most important thing about your business, Friend Dealer, is you. Yes, you. It is decidedly to your interest to keep this most important part just as pleasing to the eye as possible. For people buy by the eye, and your appearance has a hundred times more influence than you think.

Dress well. Dress spick-and-span. Press your trousers, shine your shoes, shave daily. Look as though you just jumped from the band-box.

There's money in it.

YOU can hear the bell ring after every one of the following sentences. Read them slowly and very carefully. You will find one or two pinch you and make you say, "Drat that man; he's knocking me."

But I'm not trying to knock you; trying to boost you; just pointing out where you are off the right track, and telling you to watch your step.

A business only succeeds as it serves.

Courtesy pays dividends regularly and promptly.

The best salesman you can have are pleased customers.

The good-will of your employees is as valuable as the good-will of your customers.

Success is won by steady plugging, rather than by brilliant spurts.

Common-sense is very uncommon; strive to get it.

Retaining an old customer is more important than getting a new one.

WEBSTER CIGAR COMPANY

Advices from the West are to the effect that a new company has been formed under the name of the Webster Cigar Company, with Samuel Gilbert, who was formerly president of the Consolidated Cigar Corporation, as president; Joseph Wertheim, former president of the Jose Lovera Company, as vice-president, and Samuel Gates as secretary and treasurer.

A factory is now under way in Detroit, and later one will be opened in New York. The offices of the company will be in New York City.

They will manufacture only one brand, which will be a high-quality cigar, Java wrapped and Havana filled. This cigar will be made in various sizes to retail at from two for a quarter to twenty-five cents straight.

Within the next two months it is expected that the Detroit factory will be ready for operation, and with the wide experience of Mr. Gilbert and Mr. Wertheim in the cigar industry, coupled with Mr. Gates' experience as a business executive, it is safe to predict that the Webster brand will have a splendid distribution.

FEDERAL RESERVE REPORT ON TOBACCO

The following article is taken from "Business Conditions," the official monthly report of the Third Federal Reserve District, under date of April 1:

"The tobacco industry throughout the district moved into a slightly healthier position during the month of February. A slight increase in the demand for cigars has been noted in scattered instances, but this is by no means general. Although there appears to be practically no tendency toward a further decrease, the demand on the whole is still considerably below normal. The open weather which has prevailed throughout most of the district has undoubtedly influenced tobacco sales favorably, while the continued unemployment in some sections has had the opposite effect. Stocks of finished goods, materially increased by accumulations carried over from 1920, are sufficient to meet all current demands, and the size of these stocks has resulted in the curtailment of operations in many plants to from 50 to 75 per cent. of capacity. This, however, is a slight increase over the operations of last month.

"Raw material for present use is fairly easy to obtain, although there is some scarcity of finer grades. Prices of old leaf, with the exception of wrappers and binders which remain firm, have declined slightly. All the current Pennsylvania crop practically has been bought by manufacturers and dealers at prices ranging from 15 to 20 cents, and they have now withdrawn from the market, with their requirements apparently satisfied.

"Prices reflect no material change, especially in fine cigars, as the raw material being used continues of high value. Cheaper cigars have in some instances been reduced, however, and retailers are endeavoring to rid themselves of all excess stocks.

"Cancellations of orders of from one to three week periods are noted, but strictly speaking these are merely postponements until the retail sales show some improvement. Collections are fairly good, due largely to the strict terms of the industry, but there are instances of a request for note settlement or short renewals."

OFFICE OF THE PHILIPPINE TOBACCO AGENT
172 FRONT STREET
NEW YORK CITY

Manila Cigar Standards will be Maintained

By authority of the collector of Internal Revenue for the Philippine Islands announcement is made that on all cigars exported from the Philippines to the United States established standards of quality and workmanship must be maintained.

The law requires that in Manila cigars only superior tobacco grown in the "Cagayan Valley" can be used and that cigars must be hand-made (Spanish method) long filler, in a sanitary factory under government supervision.

Under present market and labor conditions and government restrictions all Manila cigar manufacturers agree and declare that it is impossible to accept orders at prices lower than those now prevailing without lowering quality.

The Philippine Government, jealous of Manila cigar reputation under the government guarantee, chooses to sacrifice its revenue from this source rather than permit the lowering of the present standard on Manila cigars for export.

Conditions therefore make impossible the lowering of Manila cigar prices.

NOTICE

There is a considerable quantity of damaged Manila cigars in the United States which have become sub-standard in transit. Cigar buyers may be reasonably certain when Manila cigars are offered at below the market price that this merchandise is not Government Standard Cigars.

C. A. BOND

Tobacco Agent for the Philippine Government.

Washington Letter

(Continued from Page 11)

has been given by the State Department, however, for all Americans to procure their papers, as they will find the need of such documents upon arriving at foreign ports. The United States will no longer require documentation for all persons outgoing and for Americans incoming, but most foreign countries will still require a viséed passport from persons leaving America.

The Post Office Department is making a survey of the various classes of business, the Postmaster General has announced, with a view to determining the best methods for handling the different classes of matter and whether the Post Office Department is in a position to undertake the extension of its services.

Postmaster General Hays is convinced that new facilities for handling mail are badly needed at practically all of the larger post offices in the East, and particularly at New York. He is not ready to make any definite statement regarding any extension of service until present conditions have been bettered and adequate facilities secured. It is declared that this work will not require a great deal of money, but can be accomplished by using leased buildings and devising economies in the handling of the mails.

The situation at New York, it is stated, is especially serious. This post office is the clearing house for all the foreign mail of the United States with the exception of that destined to Asia and a few other sections of the Pacific and Far East. Both outgoing and incoming mail is cleared through the New York office, and the volume of matter has increased tremendously since the end of the war.

Notes and Comment

The will of the late Edward A. Kerbs, of the one-time firm Wertheimer & Schiller, recently filed for probate, disclosed an estate valued at $3,048.967. Life interests in large sums were left to his wife and daughter, and generous bequests were made to charities.

At a recent meeting of the stockholders of Merriam Segars, Incorporated, Edgar J. Stachelberg was elected vice-president. He was formerly production manager of the company, and this promotion expresses the esteem in which he is held by his associates.

The will of the late Maximilian Stern, recently filed, leaves an estate of $1,167,887, mostly in industrial securities and Government bonds. Substantial bequests were made to his wife, daughter and relatives as well as various charities.

Arthur Mower, advertising manager of the American Tobacco Company, and G. William Lang, of the sales department, were recently elected directors at a meeting of the stockholders.

It is the policy of the company to advance younger men in their service, to higher responsibilities, and determining such advancements on their records of ability and loyalty.

The Traveling Man

(Continued from Page 12)

"There's one thing about blotter advertising. Any cigar dealer can try it. The man who can't use the newspapers can afford to use blotters. If he will just find a printer who can get out good blotters for him, then buy them in such quantity as he can distribute effectually, he can keep up a good push in this way right among the men whose business he wants most."

"I'm sold on the proposition," I agreed. "I wish I was a cigar dealer so I could try it out. But you'd better write a letter to the house about these 'stove lids,' as you call them."

"Leave that to me. I'll tell 'em what I think," Dick replied.

THE QUESTION OF PRICE REDUCTION

In the proceedings of the annual meeting of the Imperial Tobacco Company of Great Britain, as reported in the March 15 issue of "The Tobacco Trade Journal," of Dublin, Ireland, there occurs the following interesting opinion on the question of price reductions. It is entitled:

THE COMPANY'S POLICY.

"I have noticed that some speculation has arisen in the Press and elsewhere as to the possibility of a reduction in selling prices in consequence of the decline in the American leaf market. In this connection I may remind you that it has always been our policy to hold large stocks of leaf in order that our brands may be manufactured from well-matured tobacco, and one result of this policy is that a rise or a fall in leaf costs in any one season is not immediately reflected in our figures as it would be if we worked from hand to mouth. While this policy has enabled us in the past, in spite of rising markets, to maintain selling prices unchanged over long periods, so, in consequence of the same policy, a decline in the markets of a single season does not of itself enable us to reduce selling prices. Unless therefore there should be some remission of the current high rate of tobacco duty, there is nothing in the present situation to justify an expectation of lower prices.

"As to the general prospects of our trade, we all know that this country, in common with the whole civilized world, is passing through a period of depression, and we may count ourselves fortunate that up to the present we have maintained our hitherto unbroken chain of prosperous years. Without perhaps going so far as the chairman of an American tobacco company, who recently expressed the view that a period of general trade depression tended rather to the advantage of the tobacco trade than otherwise, I am able to look forward with confidence. We have an old established business, and we believe that so long as we pursue our traditional policy of supplying the public with the best that long experience and up-to-date methods can provide, we need have no fears for the future of our company."

"CINCO" DISTRIBUTORS.

William A. Vorhauer & Co., of Chicago, have been made distributors of "Cinco" cigars in Cook and Leake Counties. C. J. Duddleston, formerly southern manager of the General Cigar Company, has associated with Vorhauer & Co., acting as vice-president and sales manager.

List of Members of the

Cigar Manufacturers' Association

OF TAMPA, FLA.

Francisco Arango & Co.
Arguelles Lopez & Bros.
Ramon Alvarez & Co.
Alvarez Solis
M. Alvarez & Co.
Abana Cigar Co.
A. Amo & Co.
Berriman Brothers
M. Bustillo & Co.
Cuesta Rey & Co.
Corrall Wodiska & Co.
Jose Escalante & Co.
F. Benjamin & Co.
Big 4 Cigar Co.
F. Capitano & Co.
Garcia & Vega
Perfecto Garcia & Bros.
Havana American Cigar Co.
Jose Lovera Co.
E. Regensburg & Sons
A. Santaella & Co.
Morgan Cigar Co.
Marcelino Perez & Co.
San Martin & Leon Co.
Maximo Cueto
Cerra & Co.
Dulin & Co.
Demmi Cigar Co.
El Sidelo Cigar Co.
Salvador Rodriguez & Co.
Preferred Havana Tobacco Co.
San Luis Cigar Co.
Lopez Alvarez & Co.
S. Perez & Bro.
J. M. Martinez Co.
Marsicano Cigar Co.
Guerra Diaz & Co.
Thomas Leon & Co.
F. Lozano & Son Co.
Saint Minitol Cigar Co.
Felipe DeSoto & Co.
Andres Diaz & Co.
Fernandez Bros. Co.
F. Garcia & Bros., Inc.
Tampa-Cuba Cigar Co.
Celestino Vega & Co.
M. Valle & Co.
Wm. J. Seidenberg & Co.
J. W. Roberts & Son
Salvador Rico & Co.
L. Sanchez & Co.
M. Stachelberg & Co.
Sanchez & Haya Co.
Rafael Espina & Co.
Fernandez Sobrinos & Co.
Henriquez Cigar Co.
Maximo Grahn & Son
Havatampa Cigar Co.
La Vista Cigar Co.
Y. F. O'Halloran & Son
A. M. Perez
Pent & Wright
South Florida Cigar Co.
Tampa Token Cigar Co.
Hygiene Cigar Co.
Celestino Lopez
Tampa Best Cigar Co.
Wolff Bros. Cigar Co.
Pride Cigar Co.
Gradiaz Anis & Co.
Thompson Bros.
Carlos Lopez Cigar Co.
D. A. Garcia & Co.
Eduardo Gonsalez
Every Day Cigar Co.
Jose Maseda & Co.

Notice

Normal output has been resumed.

We've had obstacles on production removed in Tampa. We have the labor. We have the materials. We have great faith in you, our jobbers, and dealers, as active distributors of allied Tampa brands of fine cigars.

Just as success in any line depends on meeting obstructions and overcoming them, just so has continued success for Tampa brands been brought by the Tampa Cigar Manufacturers' Association.

A few months ago, and for many long months prior to that, disturbed conditions in Tampa left only small groups of workmen in our factories. Now in all our factories busy hands are rolling thousands of fine cigars for you and your customers.

Go ahead with sales. We can fill your orders.

The patience with which our distributors have borne the scarcity of Tampa brands from the markets of the country deserves our thanks.

And we believe the trade generally will rejoice with all of us now that we are able to say of Tampa brands of cigars

Sure, you can get plenty of them!

But don't forget this—credit for the resumption of production, and the same good service from this end goes to the members of the Tampa Cigar Manufacturers' Association. Here is a list of them. Keep this page. Know who they are. They are the valiant producers of cigars who, after months of struggle, lifted the burden. They are the ones who removed the obstruction on production.

That's why you can get plenty of Tampa brands of cigars now.

Cigar Manufacturers' Association of Tampa

A Leader for Twenty-five Years

"Havana Ribbon"

Quality placed "Havana Ribbon" in the favor of critical smokers. Quality keeps it there. Your trade will fall for the new tin box. Display it.

BAYUK BROS., INC.

Originators of the

BAYUK INIMITABLE BLEND and BAYUK INCOMPARABLE BRANDS

Philadelphia

SAN MARTIN & LEON COMPANY

TAMPA, FLORIDA

Manufacturers of

HIGH-GRADE MILD HAVANA CIGARS

Under their Brands:

"SAN MARTIN y LEON"
"HOYO DE CUBA"
and
"EL BRICHE"

Leaf Market Jottings

(*Continued from Page 10*)

The prices generally, however, were far below those paid for the 1919 tobacco. In addition there is an enormous surplus of this tobacco on hand.

The exportation of leaf has fallen off considerably and with the unstable situation as regards foreign credit the Southern growers will not be buying any Pierce-Arrows on the real or anticipated profits from the 1920 crops.

The logical method to re-establish profitable conditions lies in a reduction of acreage and maintaining this acreage until the surplus is almost consumed and prices have again become profitable.

It is understood that steps are already under way in the South for the reduction of acreage.

The Danville, Va., market closed on March 31st for the season with a sale of about 55,000,000 pounds. The average was $26.19. Last year Danville sold about 30,000,000 pounds at an average of $55.40.

Winston-Salem's average is $21.68 for sales of 60,500,000 pounds as against $48.94, with sales of 32,000,000 pounds last year.

TOBACCO TRADE OF SWITZERLAND

The Federal Trade Council at Berne has increased very largely the import duty on all tobacco entering Switzerland. If a per capita estimate was made according to the value of tobacco imported into Switzerland, one would say that in 1913 every man, woman and child of the Confederation's 4,000,000 population spent 4 francs, or about $0.77, for tobacco, but during the first nine months of 1920 the per capita expenditure rose to 12 francs, or $2.31. The exports of manufactured tobacco from Switzerland rose from a value of 3,010,149 francs in 1913 to 15,813,955 francs during the first three-quarters of 1920. The value of imports increased, for same periods, from 15,915,477 to 48,879,641 francs. It must be remembered also that Switzerland raises some tobacco. The area for 1911 was 350 hectares (1 hectare = 2.471 acres), but for the last few years it has been between 220 and 250 hectares. The value of the domestic crop in 1918 was 1,700,000 francs.

Since the war the Netherlands, England and the United States, in the order mentioned, have been the principal suppliers of snuff and smoking and chewing tobacco. Of these articles France supplied Switzerland in 1913 to the value of nearly 100,000 francs, but none in 1920.

Nearly four times the value of tobacco (unmanufactured leaves, veins and stems), was imported into Switzerland during the first nine months of 1920 as was imported during the whole of 1913; and of the 43,261,627 francs' worth entering from January 1 to September 30, 1920, the United States sent almost one-half, or 20,143,511 francs' worth; whereas, it sent 6,884,360 francs' worth, or considerably more than 50 per cent. of the total of 11,826,344 francs' worth entering in 1913.

Imports of cigars from the United States show increased value compared with 1913 the gain being due largely to increased prices.

A fat man has another advantage over his thin brethren—he knows exactly where his cigar ashes are going to land.—"Hussey's Little Traveler."

Corrugated Fibre Shipping Cases

GUARANTEED TO MEET ALL REQUIREMENTS FOR

Freight, Express or Parcel Post

Cheaper Than Wood.

More Quickly Packed.

Take Up Less Space.

Save in Freight and Express Charges.

F. LOZANO, SON & CO.
MANUFACTURERS OF
HAVANA CIGARS
BRANDS
VALLE ARRIBA
FLOR DE LOZANO
CONCHITA
CORONA
HAVANA
VICLO
FACTORY AND OFFICE
TAMPA, FLA.
TELEPHONE 4005
NEW YORK OFFICE
132 E. 16th ST.
CABLE ADDRESS
TELEPHONE MARKET 4116
ORDERS ARE ACCEPTED CONTINGENT UPON LABOR TROUBLES OR OTHER CAUSES BEYOND OUR CONTROL
TAMPA, FLA. Nov. 17, 1920.

Mr. Edward H. Scharff, President,
Scharff-Koken Manufacturing Co.,
Second and Tyler Streets,
St. Louis, Mo.

Dear Sir:

We are pleased to advise you that the lot of corrugated fibre shipping cases recently purchased from you were delivered to us promptly and in good order.

The fibre cases have proven very serviceable and much time is saved in our shipping department by their use. We have not had a single complaint from our customers about breakage or pilfering in transit. This is doubtless due to the compact and well protected package secured by the use of the fibre cases and the improved method of sealing to which the cases are so readily adapted.

You may rest assured that when our supply of containers needs replenishing we will promptly communicate with you.

Very truly yours,

HSF-A

F. LOZANO, SON & CO
H. S. Talley
Treasurer.

Are Sealed to Meet Railroad and Express Regulations.

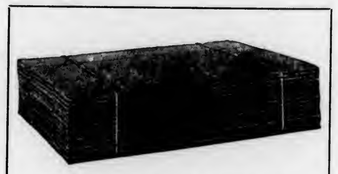
Less Danger of Stealage.

Full Instructions Furnished.

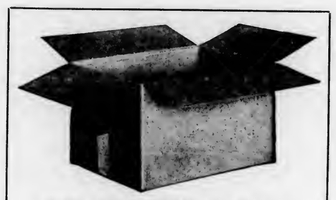
"A Dollar Saved is a Dollar Made"

Write us, stating dimensions—weight of contents—and whether used for Freight, Express or Parcel Post. We will make you very low prices and submit samples to suit your requirements.

There has been a very heavy decline in the market from last year's high prices, and it will pay you to investigate.



CORRUGATED BOXES REACH YOU IN FLAT BUNDLES, LIKE THIS



THEY ARE QUICKLY AND EASILY SET UP, LIKE THIS

SCHARFF-KOKEN MANUFACTURING CO.

ST. LOUIS, MO.

F. LOZANO, SON & CO.
HAVANA CIGARS
TRADE MARK

F. LOZANO
FLOR DE HARVEZ
VICLO

WALLS COURT
EL LESSERO
CALATRAVA

REG. U. S. PAT. OFF.

FACTORY & MAIN OFFICE, TAMPA, FLA.
NEW YORK OFFICE, 437 FIFTH AVE., N. Y.

For Gentlemen of Good Taste

Your Protection in the Band

San Felice Cigars

The Deisel-Wemmer Co.,
LIMA, O.

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
General Office and Factory, TAMPA, FLA.
Eastern Office
222 Pearl St.
New York
Warehouse
Havana
Cuba

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Danville, Va.
ESTABLISHED 1831
DEPT. A

A Petition Started

THE following letter, which is self-explanatory, is being mailed by the Tobacco Merchants' Association to the prominent retail cigar dealers of the country:

To the Retail Trade:

Do you know that the internal revenue taxes on tobacco products collected by the Government have grown from $79,986,639.68 in 1914 to $295,809,355.44 in the fiscal year ending June 30, 1920?

Do you know that on every package of twenty cigarettes sold by you the Government receives an internal revenue tax of 6 cents; that on each ounce of tobacco the internal revenue tax is 1⅛ cents, and on each two-ounce package it is 2¼ cents?

Do you know that the internal revenue taxes on cigars plus the duties paid on imported cigars, or on the imported tobacco used in the domestic cigars run from about ½ cent on the cigar that retails at 5 cents or less to over 9 cents on the Perfecto cigar that sells at from 30 to 35 cents?

These are the rates of taxes imposed under the War Revenue Act for war purposes, which is still in force.

Do you know that some people are urging Congress even to increase that amount?

Do you know that, in these times of retrenchment and economy and under this excessive burden of taxation, the consumer is forced to economize in the use of tobacco and hence sales are falling off?

Do you think that the war revenue tax rates on tobacco ought to be continued, or do you feel that these rates should be reduced to reasonable basis?

Believing, as we do, that you realize the vital importance of securing a readjustment of the present war taxes on tobacco, we ask you to obtain the signatures of your customers to the annexed petitions, as the congressman from your district wants to know what "His people" think.

If you need more petitions drop us a card, telling us how many to send.

Mail these petitions, when filled, to us at the address indicated below, and ask for more.

All petitions, whether completely filled or not, must be mailed not later than May 15th next, to be effective.

Help us to get a square deal for all concerned.

TOBACCO MERCHANTS' ASSOCIATION OF THE UNITED STATES.

PETITION FILED AGAINST LEAF FIRM

The Horowitz Tobacco Company, Incorporated, of 136 Water Street, New York, have recently had a petition in bankruptcy filed against them. Wm. N. Chadbourne has been appointed receiver. Liabilities are said to be about $30,000, with assets about $20,000.

A. Bijur, of E. Rosenwald & Bro., plans to sail for the Sumatra inscriptions at Amsterdam on April 20th. The first inscriptions will be held in Amsterdam on May 13th.

Harry Blum has recently introduced a new size in his "New Natural Bloom" cigar. It is known as the "Harding Club" size and retails for 15 cents straight.

The Factory That Has Always Stood for "Open Shop"

From the time that Val M. Antuono first started to work as an apprentice boy in the factory which he now owns, until the present day, he has always stood steadfastly for the "Open Shop."

He knows from practical experience both as a cigar worker and a manufacturer that such a system works to the advantage of every sincere, conscientious worker—under this system both employer and employee get a square deal and no autocratic "Labor Leader" reaps the harvest of efforts of the workers nor dictates to the manufacturer how he shall conduct his business.

VAL M. ANTUONO'S PRODUCTS
C. H. S. -:- SHANNA
DUKE OF BELCOURT CIGARS

Have demonstrated that "Open Shop" conditions can produce the highest quality products in the world and at the same time give the consumer an assured supply of his favorite "smokes."

VAL M. ANTUONO
TAMPA, FLA.

Life
Cigarettes
They'll hit you right—
Because our aim has been to make them mild, of the famous Burley Blend, and seasoned with Chocolate
FRAGRANT—DELICIOUS
Life
CIGARETTES
EXCLUSIVE PROCESS
.... UNION MADE ....
Patterson Bros. Tobacco Co., Tr.
RICHMOND, VIRGINIA
IF YOUR DEALER DOES NOT HANDLE THEM, WRITE US

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
122 Second Avenue New York City

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged
1871 GATO 1875
Write for Open Territory
Factory: Key West, Fla. New York Office: 203 W. Broadway

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

THE PHILIPPINE ISLANDS

THE foreign trade of the Philippine Islands in 1920 amounted to $300,562,138—an increase of about $64,000,000 over that of 1919. These figures are the highest in the history of Philippine commerce, and were attained in spite of the premium on the American dollar which ranged from 3 per cent. to 12 per cent. during the year.

The total imports amounted to $149,438,282.50, and the exports $151,123,855.50. In 1919 the imports and exports were valued at $118,639,052 and $113,117,826, respectively. The United States contributed 62 per cent. or $92,289,778 of the imports, and absorbed 69 per cent. or $105,216,262.50 of the exports.

The biggest item in the year's export trade was cane sugar, which was valued at $49,619,260, of which $39,348,934.50 worth was consumed by the United States. Next to sugar was Manila hemp, with a total of $35,862,000, of which $20,614,026 went to the United States. Also, the United States absorbed practically all the cocoanut oil shipped from the Philippines amounting to $23,268,886.50, and $10,546,303.50 of the cigar exports valued at $12,721,138.

Significant increases were registered in the import trade. The total value of the automobile imports was $7,460,683, compared to $4,802,324.50 for the year 1919. Cotton and manufactures totaled $10,117,182.50 as against $7,409,135 for 1919. The imports of iron and steel products amounted to $21,879,602, representing a decrease of $487,985 from that of 1919. Wheat flour importation was $4,721,076—an increase of $256,493 over that of 1919.

The mineral output of the Philippine Islands is now valued at approximately $4,000,000, which represents an increase of nearly $1,000,000 over the figures of two years ago. While the increase is not notable, it is nevertheless significant of a growing activity in the mining enterprise—an industry long neglected.

Of the mineral resources of the Philippines gold heads the list in the value of output, as much as over $1,000,000 of this metal being produced yearly. Coal comes next with an annual output of over $400,000. Iron abounds, but is very little exploited today.

During the first eleven months of 1920 the total amount of money invested in industrial and commercial fields in the Philippines was $8,091,328. The capital stock of the different companies which filed incorporation papers totaled $36,164,550.50, of which sum $14,011,301.50 has been subscribed.

Investment in oil factories amounted to $10,150,000; general merchandise, $7,130,850.50; banking and insurance, $5,000,000; transportation, $1,821,500; lumbering, $1,022,500; engineering, $1,483,000; electric light and power, $1,260,175; agriculture, $780,100; building and loan associations, $813,900; printing and publicity, $750,500; mining, $600,000; milling and refining, $560,000.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, ETC., OF "THE TOBACCO WORLD," PUBLISHED SEMI-MONTHLY AT PHILADELPHIA.

Required by the Postal Laws and Regulations. By the Act of August 24, 1912.

Name of Editor—Hobart B. Hankins, 236 Chestnut St., Phila., Pa.
Managing Editor—None.
Business Manager—Hobart B. Hankins, 236 Chestnut St., Phila., Pa.
Publisher—Tobacco World Corporation, 236 Chestnut St., Phila., Pa.
Owners—Hobart B. Hankins and H. H. Pakradooni, 236 Chestnut St., Phila., Pa.
Known bondholders, mortgagees and other security holders, holding one per cent. or more of total amount of bonds, mortgages,or other securities: None,

(Signed) HOBART B. HANKINS.

Sworn to and subscribed before me this 30th day of March, 1921.
W. KING ALLEN,
(Seal) Notary Public.
My commission expires January 17, 1925.

Machines with A Human Touch

The triumps of the close of the Nineteenth Century in the invention of machinery were wonderful, but those of the Twentieth Century surpass all expectation.

The Mogul engine that draws fifteen cars, seventy miles an hour, to the sea, is a wonder, and so is the beautiful and complete mechanism of a watch.

But the most wonderful of all is the machine with the human touch, which seems to be animated by intellect and capacity of selection.

Such in a high degree are the machines made by the Universal Tobacco Machine Company of New York.

At present we are advertising on other pages the "Model F." This machine, their Model "F" Tobacco Stem Crushing and Booking Machine, crushes and breaks down the fibre of the stem of filler leaf, at the same time removing the gum moisture. By its use cigar manufacturers are enabled to utilize all of their filler leaf in making up cigars, without in any way affecting the taste, aroma or burning quality of the finished cigar. A big saving is effected here, when it is considered that the stem runs anywhere from 15 per cent. to 25 per cent. of the weight of tobacco leaf.

The machine is designed to take care of all size filler leaf. It is particularly recommended on filler 14" and under. It will stem-crush approximately twice as much tobacco as the average hand stripper will strip. Filler, when stem crushed, is as satisfactory to work by the cigar roller as the stripped stock.

The Universal Tobacco Machine Company have in this machine what they consider a greater aid to efficient cigar manufacturing than their Model M Stripping and Booking Machines. Inquiries regarding the Model "F" have been coming into the company from all over the country, and arrangements are now being made to give actual demonstrations of the machine in every important cigar manufacturing center.

UNITED STATES CHAMBER OF COMMERCE MEETING

The ninth annual meeting of the Chamber of Commerce of the United States will be held at Atlantic City, N. J., on April 27-29. The general theme will be:

"In the public interest, more business methods in government; less government management of business." Speakers will include government officials and leading business men in many lines of finance, commerce and industry.

Much of the work of the convention will be done as heretofore in group sessions, representing the major divisions of business. These groups will consider Dometic Distribution, Domestic Finance, Foreign Commerce, Shipping and Railroad Transportation.

As one of the major industries of the country, it is expected that all branches of the tobacco business, from the raising of crops to the finished products, will be represented in the various groups by prominent dealers and manufacturers.

They will certainly take into consideration the subject of "more business methods in government" so far as the taxation of tobacco and tobacco products is concerned, with probably good results.

Two National Favorites
HYGIENICALLY-MADE

WAITT & BOND **BLACKSTONE**
Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND **TOTEM**
Imported Sumatra Wrapper
Long Filler

WAITT & BOND, Inc.
NEWARK NEW JERSEY

La Flor de Portuondo
Established 1869

GENUINE
Juan F. Portuondo
Cuban Hand-Made CIGARS

The Juan F. Portuondo Cigar Mfg. Co.
PHILADELPHIA

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made fo every ten (10) additional titles necessarily reported.
made for every ten (10) additional titles necessarily reported.

NEW REGISTRATIONS

FLOR DE BARST:—42,061. For all tobacco products. December 23, 1920. Gonzalez Lopez Cigar Co., Inc., New York City.

ANDY GUMP:—42,062. For all tobacco products. March 31, 1921. American Litho. Co., New York City.

BERT LESTON TAYLOR:—42,063. For cigars, cigarettes and tobacco. March 23, 1921. G. Merz & Son, Chicago, Ill.

LA BULENI:—42,064. For cigars. March 7, 1921. F. Buffa, New Orleans, La.

CALIFORNIA GENTLEMAN:—42,065. For cigars. March 30, 1921. Leo Hirsch, New York City.

FRED DIBBLE:—42,066. For cigars. March 29, 1921. Loyal American Cigar Co., Detroit, Mich.

PRUDENCE MOTOR CLUB:—42,068. For cigars. April 1, 1921. Prudence Cigar Co., Chicago, Ill.

SEQUOIA:—42,072. For cigars. January 11, 1921. M. Palacio, San Francisco, Cal.

SYLVIA DE MAE:—42,073. For all tobacco products. March 28, 1921. Cole Litho. Co., Chicago, Ill.

TOWER SQUARE:—42,074. For cigars, cigarettes, cheroots, chewing and smoking tobacco. March 30, 1921. Heineman Bros., Baltimore, Md.

TRANSFERS.

RIBBON TIPS (Tobacco Journal). For cigars. Registered February 28, 1887, by Geo. Moebs & Co., Detroit, Mich. Transferred to American Box Supply Co., Detroit, Mich., March 29, 1921, and re-transferred to Cole Litho. Co., Chicago, Ill., March 28, 1921.

LA TERNEZA:—16,749 (Trade Mark Record). For cigars. Registered June 17, 1896, by L. C. Wagner & Co., New York City. Transferred to Schwarzkopf & Rulkert, New York City, April 5, 1921.

LA FLOR DE MENTONE:—24,087 (Tobacco Journal). For cigars, cigarettes, cheroots, stogies. Registered April 17, 1901, by San Telmo Cigar Mfg. Co., Detroit, Mich. Transferred to American Box Supply Co., Detroit, Mich., December 31, 1918, and re-transferred to Central Cigar Box Co., St. Louis, Mo., January 17, 1919.

ZIRELIA:—14,442 (Trade Mark Record). For cigars. Registered February 7, 1895, by Geo. Schlegel, New York City. By various transfers acquired by American Box Supply Co., Detroit, Mich., and re-transferred to Central Cigar Box Co., St. Louis, Mo., March 17, 1920.

ORENA:—32,928 (Tobacco Journal). For cigars, cigarettes, cheroots, tobacco. Registered April 26, 1907, by Heywood, Strasser & Voight Litho. Co., New York City. By various transfers acquired by Dolinsky and Erkes, and re-transferred to Sun Cigar Co., Philadelphia, Pa., September 29, 1920.

STARS OF CUBA:—7870 (Tobacco Journal). For cigars. Registered March 16, 1887, by Morris & Batt, New York City. Transferred to L. Dankowitz, New York City, February 5, 1920, and re-transferred to Herman Friedman, New York City, on February 10, 1921.

LA VERSADA:—16,937 (Tobacco Journal). For cigars. Registered January 11, 1894, by Morris & Batt, New York City. Transferred to L. Dankowitz, New York City, February 5, 1920, and re-transferred to Herman Friedman, New York City, February 10, 1921.

EL SATISFACTO:—39.527 (United Registration Bureau). For cigars, cigarettes, tobacco. Registered January 22, 1916, by Wayne Cigar Co., Detroit, Mich. Transferred to Chas. J. Spietz, Detroit, Mich., on September 27, 1918, and re-transferred to American Box Supply Co., Detroit, Mich., March 22, 1921.

THE BAR:—6407 (Trade Mark Bureau). For cigars. Registered January 9, 1890, by Geo. Schlegel, New York City. Transferred to Steffens, Jones & Co., New York City, February 28, 1921, and re-transferred to Gonzalez Lopez Cigar Co., New York City, March 18, 1921.

CORRECTED PUBLICATION OF TRANSFER.

GARCIA'S CHOICE:—37,969 (United Registration Bureau). For cigars and cigarettes. Registered January 17, 1913, by Manuel Garcia, Tampa, Fla. Transferred to Antonio M. Perez, Tampa, Fla., January 24, 1921.

Trade Notes and Notices

V. C. Stetson has been appointed agent for "Melachrinos" in Oregon, with headquarters at Portland.

The National Foreign Trade Council will meet in convention at Cleveland, Ohio, May 4 to 7, when foreign trade problems of a wide variety will be handled by men of international reputation. The discussion will cover the export field both from the view-point of the American exporter and foreign buyer.

Preliminary decrees of dissolution have been filed in Indiana by the Daley Cigar Company of South Bend; the Vigo Tobacco Company, of Terre Haute, and O. H. Dailey & Co., of Kokomo.

Maurice Winter & Co., of New York, importers of leaf tobacco, at 168 Water Street, will move about May 1 into their new, modern four-story building at 273 Pearl Street. The result will be increased space and many other conveniences, both for storage and display.

Gonzalez & Sanchez cigars will be distributed in Richmond, Va., and the Carolinas by the Straus Cigar Company. Among the Straus brands are "El Producto," "Cuesta-Rey," "Armas del Rey" and "La Teresa."

Parmenter Wax-Lined Coupon Cigar Pockets

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NEW YORK

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WE have just purchased the entire stock of the exceptionally fine line of Labels formerly lithographed and carried by Louis E. Neumann & Co. This complete line, together with our own and those formerly made by Krueger & Braun, is now being offered at exceptionally low prices to close them out. Editions run from 2000 sets upwards. **Good opportunity to obtain a private label in small lots.**

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MANUFACTURER OF ALL KINDS OF CIGAR BOX LABELS AND TRIMMINGS.

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Connecticut, Florida

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are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

131-133 Water St., New York City

VOLUME 41 NO. 9

The TOBACCO WORLD

MAY 1, 1921

The Wolverine Bunch Breaker

(A Little Machine That Does Big Things)

Will do single binder work with the most tender binders, thereby saving 35% to 50% of the binder cost.

Some manufacturers claim a saving of ONE AND ONE HALF POUNDS OF DRY BINDERS (not stripped booked stock) on a thousand bunches, with a high grade Wisconsin binder. On a more tender binder the saving is greater.

Increases production more than 40%.

Price $25.00 (Not sold with Bunch Breaker's Table)

SOME OF THE SATISFIED USERS

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FATIMA
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Manufacturers
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Makers of the famous "BOLD" cigar

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CIGARS
Are Positively the Best at their Price
They are big sellers and fast repeaters. A box or two on your showcase will increase your business.
See Your Jobber Now, or Write Us
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Largest Independent Cigar Factory in the World

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PHILADELPHIA —— EST. 1850

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The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

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SCRAPS FOR SALE—Ohio Scrap filler for sale, clean and sound. Samples and prices submitted on request. C. C. Ehrhart, Versailles, Ohio.

FOR SALE—Suction and bunching tables—Liberman. Chairs, blowers, suction piping, scrap cutter, dies, tables, etc. All in good condition. Address Box 421, c/o T. W.

FOR SALE—Old-established cigar manufacturing business with small-established trade and several well-known brands. Located in New York. Excellent opportunity for one or two aggressive young men. Address Box 405, c/o T. W.

FOR SALE—CIGAR LABELS AND BANDS; large and small quantities. Address American Box Supply Co., 383 Monroe Avenue, Detroit, Mich.

GENUINE HAVANA SCRAPS: 45 cents per pound. CONNECTICUT CIGAR SCRAPS: 15 cents per pound. PICADURA SCRAPS: 12 cents per pound. Samples sent on request. J. J. Friedman, 285 Metropolitan Avenue, Brooklyn, N. Y.

WANTED

CIGARS WANTED for jobbing trade in Lancaster County. Small or medium sized cigar manufacturer preferred. Cigars must be reliable and uniform at all times. Address Cash, Box 423, Lititz, Pa.

SALESMAN WANTED—A high class salesman wanted to represent Tampa concern in East and Middle West on strictly commission basis. A splendid opportunity for the right man. Address Box 415, c/o T. W.

CIGAR LABELS WANTED—Will buy small or large quantities of discontinued cigar labels and bands. Send samples with quantities and full particulars. Address Box A-212, care of "Tobacco World."

FOREMAN WANTED—Cigar factory in town of 100,000 wants foreman to look after stock and pack. Ten hands employed at present, but want to increase output. Send full particulars and state salary wanted. Baker Cigar Co., Fort Wayne, Indiana.

The Tobacco World

Established 1881

Volume 41 May 1, 1921 No. 9

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Rankins, *President*
H. H. Pokradooni, *Treasurer*
William S. Watson, *Secretary*

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PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.

Corrugated Fibre Shipping Cases

GUARANTEED TO MEET ALL REQUIREMENTS FOR

Freight, Express or Parcel Post

Cheaper Than Wood.

More Quickly Packed.

Take Up Less Space.

Save in Freight and Express Charges.

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MANUFACTURERS OF
HAVANA CIGARS
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BRANDS: FLOR DE LOZANO, VALLE COURT, FLOR DE MARKES, FLOR DE LOZANO, CALATRAVA, CHASCO, VICLO

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Scharff-Koken Manufacturing Co.,
Second and Tyler Streets,
St. Louis, Mo.

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We are pleased to advise you that the lot of corrugated fibre shipping cases recently purchased from you were delivered to us promptly and in good order.

The fibre cases have proven very serviceable and much time is saved in our shipping department by their use. We have not had a single complaint from our customers about breakage or pilfering in transit. This is doubtless due to the compact and well protected package secured by the use of the fibre cases and the improved method of sealing to which the cases are so readily adapted.

You may rest assured that when our supply of containers needs replenishing we will promptly communicate with you.

Very truly yours,

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F. LOZANO, SON & CO

Treasurer.

Are Sealed to Meet Railroad and Express Regulations.

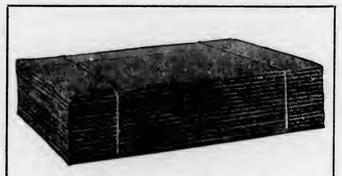
Less Danger of Stealage.

Full Instructions Furnished.

"A Dollar Saved is a Dollar Made"

Write us, stating dimensions—weight of contents—and whether used for Freight, Express or Parcel Post. We will make you very low prices and submit samples to suit your requirements.

There has been a very heavy decline in the market from last year's high prices, and it will pay you to investigate.



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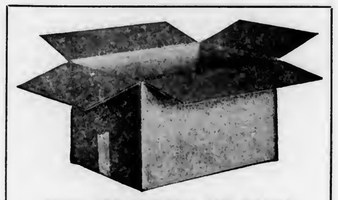

THEY ARE QUICKLY AND EASILY SET UP, LIKE THIS

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Two National Favorites
HYGIENICALLY-MADE

WAITT & BOND **BLACKSTONE**
Imported Sumatra Wrapper
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LA MEGA
Clear Havana Cigar
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LA MEGA is made only in the finer grades.
More than 50 shapes and sizes to select from.
Prices and terms cheerfully furnished upon application.

V. GUERRA, DIAZ & CO.
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Sound Porto Rico
stripped and booked is not plentiful but we are in position to offer such tobacco, in various grades, at reasonable figures.

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HAVANA CUBA
CATANO, PORTO RICO

165 FRONT STREET
NEW YORK

QUALITY - PURITY - UNIFORMITY
TRADE MARK M.B&Co REGISTERED
GUARANTEED

Volume 41

THE TOBACCO WORLD

Number 9

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, MAY 1, 1921 Foreign $3.50

EDITORIAL COMMENT

THE cigar industry is showing still further improvement and more factories are opening up each week. The most gratifying news is of the resumption of many branches of several of the larger concerns coupled with a reduction in the wholesale price of cigars.

Tampa, our most important clear Havana center, is working no better than other portions of the country, despite the fact that there are still many counters bare of clear Havana goods. Whether this is due to the neglect of the jobber or the indecision of the retailer it is hard to say.

Tampa goods have been away for some time and the fact that they can now "come back" proves that they have been somewhere.

Well, they have been somewhere doing highly commendable things.

First, the manufacturers have been trying to get control of their own businesses.

Second, they have been Americanizing certain manufacturing departments which will have a tendency to balance the labor situation and it is to be hoped will make the trade less liable to a lack of staple Tampa brands due to frequent labor troubles.

Right now Tampa needs business just as bad as every other cigar manufacturing center.

Work in greater volume must be had to retain the American workers now in Tampa and to provide occupation for more Americans to be put to work.

While other cigar manufacturing sections were working to capacity Tampa factories were practically non-productive and the Tampa manufacturers were carrying on a struggle for the benefit of the entire industry at the cost of millions of dollars in actual cash, to say nothing of their losses through their inability to maintain their brands before the public.

If any jobbers and retailers are in a position to order Tampa brands their orders at this time will have a splendid influence on the decision of the Tampa manufacturers to maintain and carry through their Americanization plans.

The Americans in the Tampa factories are anxious to work and to retain the rights they have helped to win. Orders now will help to make the victory complete.

WE do not remember whether we last met the Spectator, who writes interestingly in our aged and respected contemporary "The Tobacco Leaf," during the "cocktail hour" at the McAlpin, or whether we lingered with a mutual friend since gathered to his ancestors, at Haan's.

In any case we have reformed and believe that if our memory serves us right our chief thought was the maintenance and development of the lithographic industry in America.

If our friend feels that his outlook on life has been brightened by the Federal Court of New York issuing a restraining order against a few lithographers we would not undertake to dim it.

The cigar manufacturer or manufacturers who directly or indirectly caused the investigation to be made will never in our humble opinion pay any extra dividends on the strength of the result.

Price is more or less regulated by the law of supply and demand. There are times, such as we are passing through, when you cannot create business if you give your product away. There are other times when the price is of secondary consideration to the possession of the product.

Not more than a year ago bonuses as high as 25 per cent. of the purchase price were offered by cigar manufacturers for articles for which they had great need. In most every case they were refused. In one case they were supplied at the regular price, the bonus being refused.

Some months later these same manufacturers practically threw the salesmen of the firms they had called on for assistance out of the office.

Except where one manufacturer has a secret process that may give him an advantage over another, we fail to understand why there should be the slightest variation in price—except the quality of one manufacturer's product is superior to that of another, or perhaps where one manufacturer is willing to sacrifice a little profit in order to obtain the business.

During the war there was very little competition in most lines of trade, every manufacturer being able to secure all the business—and more—than he could take care of. Why then should a manufacturer make a lower price than the prevailing one, in order to take business away from a competitor when he could not adequately take care of the business he already had?

We believe that the price of anything ought to include something more than the article itself. Real service—dependable service—is what counts. When business is dull there is no trouble in getting supplies, but when the demand exceeds the supply no one can take care of the old customers, and new ones too, in a satisfactory manner.

Those who passed through the strenuous times of the past two years with the least trouble were those who stuck to their old lines of supplies, paid a good price, and demanded service. To the extent of their ability the suppliers appreciated this fact and did their best. If you know your supplier is dependable through good times and dull ones, he is the man to stick to, even if you pay him a little more. Dependability is always worth something.

When the cigar manufacturer insists that a manufacturer of a good article shall accept the same price as he is paying to a poor manufacturer, he is putting a premium on a poor product and discouraging the producer of a good one.

One of the most damning things about labor unions is their insistance that the same rate per hour shall be paid to all men doing the same kind of work. The manufacturer knows that a good workman is worth twice what the poor one is worth, yet he pays them both the same wage because he is compelled to.

We fail to see anything to gloat over in the fact that the Federal Court has restrained a few lithographers in fixing prices.

The less the Government is called upon to investigate business the better it will be for business. Practically every important decision they have ever rendered has proved a boomerang in the long run.

You are possibly right, Spectator, the second mistake sometimes counts. We have made so many we have lost count, but we hope that this is your first one.

CENTRAL TOBACCO JOBBERS' ASSOCIATION

The Central Tobacco Jobbers' Association of Pennsylvania was organized at Reading, Pa., on April 16 by representative business men from Lancaster, Pottsville, Lebanon, Coatesville, Columbia, York, Reading, Harrisburg, Allentown, Pottstown and Carlisle.

The object of the association is the promotion of better conditions among jobbers, and to oppose the passage by the legislature of measures unfavorable to the trade.

The following officers were elected: President, George H. Stallman, York; vice-president, Jacob C. Hauer, Lebanon; secretary-treasurer, W. Clyde Shissler, Lancaster; directors, E. L. Whistler, Carlisle; Thomas Beneiser, Reading; Paul E. Schmeidel, Harrisburg; C. Beck, Allentown; Jacob W. Russell, Columbia.

An address was made on the advantages of organization by E. Asbury Davis, of Baltimore. The next meeting will be held in Lancaster on May 13.

P. S. HILL IN EUROPE

Percival S. Hill, president of the American Tobacco Company, and Mrs. Hill, and J. E. Lipscomb and C. C. Skinner, of the company, sailed for Havre on April 19. They expect to spend about two months in Europe.

BUSINESS DULL WITH WAR FINANCE CORP.

Washington, D. C.

The War Finance Corporation has approved an application of a Southern bank for an advance in connection with the exportation of a small shipment of tobacco to Denmark.

Reports from the Treasury Department indicate that but little advantage is being taken of the opportunity afforded by the corporation to finance exports to various countries. It is believed that this is due principally to the restrictions surrounding collateral, under which an exporter with collateral acceptable to the corporation can usually secure the necessary loan from his own bank. Thus far, advances made by the War Finance Corporation do not exceed ten million dollars, although when Congress passed the measure reviving the corporation it was expected that the Treasury Department would be flooded with applications for advances.

The failure of the Edge Act to encourage the formation of export organizations, due to the restrictive provisions of the measure, is also believed to be responsible in part for the failure to take advantage of the corporation's assistance.

C. L. L.

DAVID BLAIR REVENUE HEAD

Washington, D. C.

Matters pertaining to the taxes on tobacco and to the many other taxes toward which the tobacco industry of the country contribute will be administered during the Republican administration by David Blair, of Winston-Salem, N. C., whose appointment as Commissioner of Internal Revenue has just been announced.

Mr. Blair is one of the leading attorneys of the State; his brother is a prominent banker of Winston-Salem, and his father-in-law, J. W. Cannon, is one of the leading cotton mill operators of the South.

The commissionership has been the subject of much speculation during the past few weeks, there being several candidates for the office, all of whom were apparently well fitted for the position. Pending the appointment of a new commissioner, a number of matters pertaining to revenues, prohibition and similar subjects were held in abeyance, and Commissioner Blair will spend some time in acquainting himself with the activities of his bureau before finally deciding the more important questions.

C. L. L.

PETRI ITALIAN-AMERICAN COMPANY

The Petri Italian-American Cigar Company, the well-known stogie manufacturers, have embarked in the mild Havana cigar field and are making the "Vanderbilt" cigar, a two for a quarter seller and the "Van Camp" seconds, three for twenty cents. Both these lines are already being featured by Ed Goodman, the lower Market Street retailer.—"San Francisco Grocer."

PRESIDENT MENDELSOHN RETURNS TO NEW YORK

Joseph Mendelsohn, president of the New York Leaf Tobacco Board of Trade, and head of the Stern-Mendelsohn Company, packers of Havana and Porto Rico leaf, has returned from Porto Rico. Mr. Mendelsohn was recently elected to serve his eighth consecutive term as president of the board, in spite of his plea for a rest.

Business Building

By a trained Business Man and Advertiser

Written especially for THE TOBACCO WORLD

by A.E.P.

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ONE of these figure sharps, who call themselves statisticians, recently questioned people who went to the store to buy. He found that 60 per cent. of them were what he styled "Rovers." That is, they had no regular store, but bought at any store their fancy or interest dictated.

The remaining 40 per cent. had a favorite store, where they preferred to deal. Their reasons were varied. Some because the store was convenient, some because it carried the goods they preferred, some because of price, and some because of friendship to the proprietor or clerks.

Then this statistician wrote an article to a business paper for merchants.

He told them to study people. Said that 60 per cent. of them were running wild, so far as buying was concerned, and he advised them to advertise, to get their goods right, their prices right, themselves and clerks courteous and friendly, and thus lasso as many of those 60 per cent. folks as they could, and tie them to their stores.

I am passing out the same advice to you, Friend Dealer. Your floating trade is far larger than you think. You should make every effort possible to tie it to your store.

A CIGAR dealer writes this department asking me to give him a word picture of an ideal cigar store.

In reply I desire to say that there ain't no such animal. An ideal store on one street would be a poor one for another street. In the same way, an ideal store in one town might repel trade instead of attracting it in another town.

I would suggest to my correspondent that he make a careful study of all the stores he passes, and he should make it a point to pass many stores. If he will carefully study every store he will find one or more points in each which will give him a hint.

Even the poorest and dingiest stores will help him, by showing some things as "they shouldn't be done."

From these many pointers he will, if he is a close student, be able to plan for the building of an effective show window, how to display goods therein, how to plan the counters and show cases inside the store, how to arrange the goods, how to mark them with catchy price cards, how to use the signs and posters.

But don't forget that the most important part is the Man—YOU. Your personality, your appearance, manners and speech, count more than all else put together.

IN a magazine before me a man has written six pages about "Human Relations in Advertising." I therefore feel that I have perfect liberty to write twenty lines about "Human Relations in Cigar Selling."

If a hundred cigar dealers were asked what are the three most important factors, the great majority would probably answer—the goods, the price, the store.

Would this answer be correct?

It would—n-o-t.

Why?

Because it omits the most important factor—the storekeeper. That's you. I will prove my point.

Build by your place the finest store, with the best goods, at the lowest price, with an arrogant, disagreeable storekeeper—and the store will dry up.

Build another, stock it with goods which are not all they should be, at prices pretty stiff, and install a good-natured, jolly, cordial man, who possesses the art of making friends, and he would build up a profitable trade.

It is the *man*, you see. Why not go into training and turn yourself into the kind of man described above.

I business man I know. He is a bright man—bright JUST had a very interesting talk with a young as a new nickel. Successful! Making money! Owns an automobile. Runs down to Atlantic City occasionally to a first-class hotel.

What do you think he is doing?

I'll tell you! He is spending one hundred-and-thirty-six good dollars for a business course for high-grade executives, and studying it like a good fellow—an hour or so a day. Says he believes it will double his money-making capacity.

In other words, he is adding to his Business Knowledge.

If there is any subject I'm daffy on it is Business Knowledge, and I ain't ashamed of it. In fact I'm rather proud of that weakness.

What's more, I want to give you the germ of this disease of mine—the disease of Business Knowledge.

Go ahead and get it, Friend Dealer and Friend Clerk. Get Business Knowledge, and get it good and hard. It is the most valuable thing in the business world. It is worth more than a big store on the Main Street, packed full of merchandise. It is more important than having money in two banks. I would rather see you have it than marry a rich girl.

Not only will it give you money, but it will enable you to build up a large business, give you influence, add to your happiness and yield the rich satisfaction of realizing that you are a valuable man to your community.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made fo every ten (10) additional titles necessarily reported. made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

LA FLOR DE CUSMANO HABANA CIGAR:—42,084. For cigars. April 2, 1921. Cusmano-Havana Cigar Co., Tampa, Fla.

J. R. BRADEN:—42,085. For cigars, cigarettes and tobacco. April 9, 1921. Oleson & Rodrigue, Presque Isle, Maine.

NEW CAPITOL, STATE OF NEBRASKA:—42,086. For cigars, cigarettes and tobacco. March 30, 1921. Frank DuTeil, Lincoln, Neb.

GARDEN COURT:—42,087. For all tobacco products. April 1, 1921. Industrial Litho. Co., Brooklyn, New York.

HAWLEYS 620:—42,089. For cigars. April 14, 1921. Joe Hawley, Binghamton, N. Y.

O. & W.:—42,091. For cigars, cigarettes, tobacco and smokers' articles. April 18, 1921. Opler & Willert, Buffalo, N. Y. Trade-mark claimed to have been in use by registrant for about five years.

WARD LINE—TO HAVANA:—42,092. For cigars. April 5, 1921. Joe Joseph, Denver, Colo.

TIMBERLINE:—42,093. For cigars. April 5, 1921. Joe Joseph, Denver, Colo.

ANTHONY COULAPIDES:—42,079. For cigarettes and tobacco. March 29, 1921. Anthony Coulapides, New York City.

WELCOME STRANGER:—42,080. For all tobacco products. April 4, 1921. Jacob Block, New York City.

TRANSFERS

MUSSOLINO:—25,044 (Tobacco Journal). For cigars, cigarettes and cheroots. Registered January 4, 1902, by G. Merz & Son, Chicago, Ill. Transferred to Cole Litho. Co., Chicago, Ill., April 6, 1921.

WIL-GRO:—42,059 (Tobacco Merchants' Association). For all tobacco products. Registered January 15, 1921, by American Box Supply Co., Detroit, Mich. Transferred to Wm. Grolle, Toledo, Ohio, April 4, 1921.

THE BAT:—16,535 (Tobacco World). For cigars, cigarettes, cheroots, stogies and smoking tobacco. Registered October 30, 1908, by Lagora Fee Co., Detroit, Mich. Transferred to Davis Cigar Co., Detroit, Mich., April 8, 1921,

IZMIR:—38,725 (United Registration Bureau). For fine cut tobacco. Registered June 4, 1914, by K. & L. Berberian, Providence, R. I. Transferred to Berberian Tobacco Co., Boston, Mass., April 6, 1921.

REBUS:—(Tobacco World). For cigars, cigarettes and cheroots. Registered by Klingenberg Bros., New York City. Transferred to Wolff Bros. Cig. Co., New York City, August 31, 1910, and re-transferred to Herman M. Lewin, New York City, June 29, 1912.

SOLENT:—33,022 (Tobacco Leaf). For cigars, cheroots and stogies Registered March 7, 1907, by B. F. Pyle, Ceveland, Ohio. Transferred to American Box Supply Co., Detroit, Mich., May 12, 1920, and re-transferred to Central Cigar Box Co., St. Louis, Mo., March 29, 1921.

SYLVIA DE MAE:—42,073 (Tobacco Merchants' Association). For all tobacco products. Registered March 28, 1921, by Cole Litho. Co., Chicago, Ill. Transferred to Sylvia De Mae Cigar Co., Chicago, Ill., April 16, 1921

FACTORY SMOKER:—12,857 (Tobacco Leaf), and **18,883** (Tobacco Journal). For cigars. Registered January 8, 1897, by Berriman Bros., Chicago, Ill. Transferred to M. H. Sevis & Son, Springvale, Pa., April 12, 1921.

THE DOMINICAN TOBACCO CROP

Consul Bickers, at Puerto Plata, Dominican Republic in "Commerce Reports" on April 20, said that the prospects of the tobacco crop continue very poor, and recent estimates are that the yield will not exceed ten million pounds.

THE PIPE OF PEACE

Old Smoke, who has succeeded to Old Soak's old desk, looked up from his paper as he read that the W. C. T. U. has taken the field against tobacco. Pausing to relight his pipe, he puffed reflectively a few moments and semed to grow more mellow in the process, which is a reaction not uncommon among smokers.

"Bless their hearts," exclaimed Old Smoke. "They mean well, the dear women—they mean well. And I think we ought to pay some heed to their opposition. The trouble with Old Soak and his kind was that they put themselves above the W. C. T. U. and the I. O. G. T. and the rest of the enemies of liquor. I'm for taking a different tack in this tobacco business. I'm for compromise. If Old Soak had been willing to compromise he might now be drinking himself on toward death, but more slowly. Me! I'm for treating with the esteemed opposition. I'm for compromise. I say, let's restrict the use of tobacco to its natural users. Forbid the W. C. T. U. to use it—the W. C. T. U, and all their sisters. They don't need it. They have other refuges. If things get too tense for them they can cry. But what can I do in such circumstances of stress? All I can do is smoke.

"So I say, compromise. Deny smoking to women. Forbid them not only cigarettes, but pipes and cigars. It hasn't gone far enough so that the fair sex is steeped and grounded in the habit; it isn't a habit, with them, anyway—its just self-determination, they say, and I'm willin' to fall for that as the best excuse. But they don't need to smoke, like I do, any more than they need to swear, like I would have to if I didn't smoke. I'd rather they'd cry than smoke, anyway—and I'll bet they'd rather I'd smoke than cry.

"If the W. C. T. U. knows when it's well off it will accept my offer of compomise and let well enough alone. There are a lot of fellers who are willing to be pushed, but they won't stand to be jolted, else they will rebel and you'll see a copartnership forming between Old Soak and Old Smoke that would set things back several notches from the good position we're in now in this drinking business. Best leave us our smokes."—"Minneapolis Tribune."

NEW CHINA-AMERICAN FACTORY

At Rocky Mount, N. C., the China-American Tobacco and Trading Company has just completed one of the largest and best equipped tobacco factories in the bright tobacco district. The dimensions are 80 x 120 feet, three stories high and a high and well-lighted basement.

The machine room is 40 x 210 feet, built in connection with the factory, but separated from it by a 24-inch brick wall.

The factory has a capacity of 15,000,000 pounds annually, and adjoining it will be erected a new brick storage house with a capacity of 2000 hogsheads.

CHINA LIKES OUR CIGARETTES

Cigarettes head the list of the exports of this country to China, followed in order by illuminating oil, leaf tobacco and dyes. We sold cigarettes to China in 1918 values at $11,498.931; in 1919, $10,112,682, and 1920, $16,006,961. Leaf tobacco advanced from $5,863,807 in 1918 to $13,097,216 in 1920.

Happenings at Washington of Trade Interest

(Special from THE TOBACCO WORLD's Washington Bureau.)

Washington, D. C.

IT will be well along toward the middle of May before the tariff bill passed April 15 by the House can be whipped into shape to be presented to President Harding for his signature. This fact developed when the Senate Finance Committee undertook initial consideration of the measure.

The snags which are stopping the expected clear sailing of this legislation are the provisions of anti-dumping and equalization of exchange. The opposition to these is mounting and are of such a nature as to lead Senator Penrose, chairman of the committee, to state that a week at least would be utilized in hearings on these subjects.

Judge DeVries, of the United States Court of Customs Appeals, discussed the bill with the committee. He stated there were only two substantial changes in the anti-dumping provisions as reported to the House and passed at the last session of Congress. One was the requirement of the bond under Section 207 in the case of all merchandise coming into the United States upon consignment in which the sales price had not been determined, the bond to be conditioned upon the payment of any additional "dumping" duty if found due after prices had been cared for.

There is the addition of Section 214, amending the tariff act of 1894. This is the section dealing with depreciated currency.

Judge DeVries offered a few amendments for the consideration of the committee, but these are of minor importance. John E. Walker, a tariff expert, and now head of the legislative drafting bureau of Congress, also appeared before the committee in executive session. It is understood that he offered a number of suggestions having to do with the practicability of the administrative provisions of the bill.

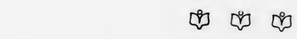
Others present at the hearing were Judge Lawrence and Mr. Fisher, of the Customs Court, and former Assistant Secretary of the Treasury, John B. Reynolds, who has been assisting Chairman Fordney, of the Ways and Means Committee, although not in an official position, and Messrs. Fix and Davis, of the New York General Appraisers. It is understood that their views are similar to those of Mr. Walker, and that opposition will be voiced to certain of the provisions of the bill.

"The committee wants to expedite the passage of the bill," said Mr. Penrose, "but financial experts must be heard and some of the amendments suggested by Mr. DeVries were perfectly proper for introduction in the House, but they have been passed over to the Senate to take care of.

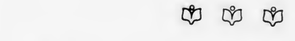
"We do not expect to change the strictly tariff provisions of the bill. The only amendments contemplated are those affecting dumping and valuation features. Efforts have been made to open up the live-stock sections, but all amendments governing them must be reserved for the permanent tariff bill.

"If we were to admit the amendment of the strictly tariff features it would evolve into a permanent tariff bill," continued Senator Penrose. "Everybody would want their amendments in. If we are to pass the bill in short order, we must pass it in the way it went through the last Congress. That has been thoroughly discussed and agreed upon. These two technical features, dumping and valuation, are new and amendment is legitimate. It will probably cause the bill to go to conference and that will delay passage somewhat."

Senator Penrose stated in answer to an inquiry as to whether or not the exchange feature would be supplanted by the American valuation plan, the committee had not gone far enough into the bill to decide anything like that.



Some thirty million dollars a day are now being collected as a result of the reaudit of income tax returns for the year 1917 and 1918, and the work will be carried into the years 1919 and 1920. It is stated that additional taxes are due the Government as a result of the inability of the Internal Revenue Bureau thoroughly to audit the returns as they were received and immediately call for corrections where errors were found. In the majority of cases returns were given only a cursory examination and many errors resulting from incorrect computations in obscure parts of the forms were not caught. The bureau is far behind in its work, which also tended to permit errors to go undetected. Efforts are now being made not only to reaudit the accounts for past years but to catch up in the work as well, so that in future the first audit of tax returns will be thorough.



The reimbursement of taxpayers sustaining business losses in subsequent years is sought in a bill which has been introduced in the House of Representatives by Congressman Burroughs of New Hampshire.

The measure provides that if for any taxable year beginning after October 31, 1918, it appears upon the production of evidence satisfactory to the Commissioner of Internal Revenue that any taxpayer has sustained a net loss, the amount of such net loss shall be deducted from the net income of the taxpayer for the preceding taxable year, and the taxes imposed for the preceding year shall be redetermined accordingly.

ACT first and investigate afterwards;" Congress is urged in a memorial adopted April 19th by the Southern Tariff Association and submitted the following day to the House Committee on Ways and Means. "The essential information is already available; its details can later be assembled."

Immediate protection for tobacco and a long list of other commodities is asked. The commodities and industries for which protection is sought, it was set forth, represent two-thirds of the wealth of the South and have directly dependent upon them two-thirds of all the inhabitants. Unless the industries prosper, it was declared, the eighteen States in which they are situated will become stagnant.

"We favor the immediate enactment of such tariff schedules as will equalize the cost of production in this country and that of foreign countries," the memorial declared, "and that will take up the differentials now favorable to foreigners, in exchange and transportation cost, so far as may be consistent with the public welfare; such schedules to be so placed as will distribute fairly the burdens and benefits among all industries, without discrimination against any section, class or product, to the end that there may be maintained American standards of living in every line of effort."

Each of the industries signing the memorial also submitted to the Ways and Means Committee a statement with reference to its particular plight, with such statistical information as is available. The figures are based mainly upon actual market quotations, but, the memorial recited, the emergency has developed so rapidly that the investigating agencies of the Government have been unable to secure reliable statistics up to this time. The continuation of pauper production against the United States will impoverish those who attempt to meet it and all alike, in such circumstances, are joined in promiscuous ruin. It is pointed out that the situation is aggravated by the breakdown in exchange, and that in several countries which are flooding this country with their cheap goods, the purchasing power of their unit coin at home is three to four times as much as the cost of the same unit in international exchange.

"We respectfully urge upon you, therefore, in this grave emergency," said the memorial in conclusion, "that the customary process of legislation be reversed, and that, by a joint resolution or otherwise, Congress make immediately operative such tariff schedules as your committee may recommend as desirable, subject to modifications upward or downward, as subsequent full investigation will show to be wise. We urge that you act first and investigate afterwards. The essential information already is available, its minutiæ of detail can later be assembled."

Leroy Rogers has been appointed head of the Tobacco and Miscellaneous Division of the Bureau of Internal Revenue, relieving George B. Fischer, who has been serving as acting head of the division. An order just issued by Acting Commissioner of Internal Revenue M. F. West transfers this division from the Sales Tax Unit to the Unit in charge of Deputy Commissioner M. A. Cram. M. F. Snider, former head of the division, has been assigned to the office of Mr. Cram by the Acting Commissioner's order.

Representative Green, of Iowa, ranking Republican member of the House Ways and Means Committee, has introduced a bill for the repeal of Section 500 of the revenue act, providing taxes on freight and passenger transportation, Pullman accommodations, telephone and telegraph service, etc.

The re-use of tobacco containers would be permitted, under certain conditions, by the adoption of a bill introduced in Congress by Representative Raker, of California, and now before the House Committee on Ways and Means.

The measure would permit manufacturers of tobacco, snuff, cigarettes or cigars, to make continuous use of the same containers, under restrictions, rules and regulations to be promulgated by the Commissioner of Internal Revenue with the approval of the Secretary of the Treasury. They would, however, be required to file notice of their intention to re-use containers with the collector of their district.

The necessary revision of the form and wording of the caution notice is provided for and it is also set forth that factory marks and brands could be printed upon such notices.

The use of partly filled containers would be prohibited, as at present, and the statutory penalties would be applied to violations.

Investigations in each of the important tobacco-growing regions of the country, covering practically every type of tobacco grown in the United States, and expected eventually to lead to the establishment of grades affecting each of them, are under consideration by the Bureau of Markets of the Department of Agriculture.

Arrangements for the appointment of an investigator in each of the important localities are being completed. Tentative agreements have been made with the State of North Carolina for the employment of an investigator who will gather information to aid in the establishment of grades for bright leaf, or flue-cured tobacco, a type chiefly grown in that State as well as parts of Virginia, Georgia and South Carolina. His expenses will be paid by the State.

Similar agreements are the subject of negotiations with the States of Kentucky, Pennsylvania, Massachussetts and Connecticut. The State of Wisconsin has already employed a man for the purpose of studying the type of tobacco grown there.

The information gathered by each of the investigators will be correlated by the Bureau of Markets, to be used as the basis for the proposed Federal grades. Under present trade conditions, it is declared, practically each of the big tobacco buyers has a separate schedule of grades in bright leaf running as high as 50 grades. It is believed that under the proposed system of Federal grading there will be only from four to ten grades, depending upon the type of tobacco.

C. L. L.

UNIVERSAL HISTORY OF TOBACCO

The use of tobacco was probably originated by the North American Indians who discovered that in burning, the dried leaves of the tobacce plant gave forth aromatic, pungent odors, which were pleasing to their nostrils.

THE tremendously widespread use of tobacco, developed since its discovery, has been greatly enhanced by refinements and improvements due to the use of tobacco machinery. In the field of labor-saving and stock-economizing, the Model M Universal Stripping and Booking Machine has played an important part.

Increase Your Cigar Maker's Production 35 to 50 Cigars Daily

Tobacco stripped and booked on the Model M Universal Machine comes to the cigar maker in smooth books, tip matching tip, with cut edges fluffy and even.

There is no time wasted in handling or getting machine stripped stock ready to use. Consequently, the cigar maker can produce from 35 to 50 cigars more per day. This has been proven time and again by tests in thousands of cigar factories.

In addition, the Model M Universal does the work of up to three hand-strippers and eliminates much of the scrap-loss which results from hand-stripping.

Over 2,000 large and small factories are already equipped with Model M Universals. Send for Catalogue and Price List.

UNIVERSAL TOBACCO MACHINE COMPANY
116 West 32nd Street, New York, U. S. A.
Factory: Newark, N. J., U. S. A.

UNIVERSAL TOBACCO MACHINE COMPANY OF CANADA, LTD.
108 St. Nicholas Building, Montreal, Canada

Model J Universal Leaf Counter—An attachment for the Model M Universal Tobacco Stripping and Booking Machine. Counts the leaves as they are stripped in any number desired, from twenty to eighty to a pad.

THE MODEL J LEAF COUNTER

A NEW SOURCE OF SUPPLY
"BETTER BANDS"

A new line of beautiful up-to-date stock bands just finished—samples upon request.

We can furnish these bands in lots of 100,000 or more with your own brand name.

If you are intending to put
new brand, we can supply
diately a complete editio
labels with registered titl
give you exclusive use.

This entire building containing 175,000 sq. ft. of floor space, with 400 operatives, owned and operated exclusively by

The CALVERT LITHOGRAPHING CO. DETROIT, MICH

"PERFECT LITHOGRAPHY"

STATEMENT

In establishing our band department, we purchased the very best and most up-to-date equipment. Great care was exercised in arrangement of same so that we would obtain perfect quality with maximum production.

We have developed special methods of manufacturing, and use only the highest grades of materials.

Our bands are packed 100 in a bundle and 25,000 in a box, sealed in damp-proof and dust-proof glaccine wrappers.

Every detail is carefully watched for we realize the importance of little things.

We make bands for either hand or machine work, and guarantee full count and one hundred percent satisfaction.

THE CALVERT LITHOGRAPHING CO.
Geo. W. Heigho, Pres.

LITHOGRAPHERS TO THE CIGAR TRADE
CIGAR LABELS, EDGINGS, BANDS,
SHOW CARDS, CARTONS, CAR CARDS,
WINDOW DISPLAYS, CUT OUTS, POSTERS

American Box Supply Co.

2309 RUSSELL AT GRATIOT

DETROIT, MICH.

EXCLUSIVE SELLING AGENTS — CIGAR DEPT.

LEAF MARKET JOTTINGS

IN Lancaster County about the first of the month there was a great rush of buying, which seems to have dropped off. The reason is stated to be that the buyers have had their warehouses filled to capacity. The growers are, many of them, anxious now to sell, as they have held back their crops about as long as they can without arranging to do their own packing, or to have it done.

In all sections of the county the farmers are preparing their seed beds and sterilization has been more thorough and extensive than usual. As to the question of curtailment of acreage, there is considerable talk about it, but nobody seems to know who is going to start it or where it is going to start, and no one can give a reasonable guess in the matter. The impression among the big fellows is that the crop will be about the same acreage as the 1920 crop.

The same thing is happening this year as in every other year; a scrap between the packers and growers over the remnant of the crop, that will gradually work itself out.

The "Lancaster Examiner" says that since January 1 an unusual number of persons have qualified at the local revenue office as leaf tobacco dealers, twenty-five securing the necessary permission. The officials of the tobacco department say it is significant of the condition of the leaf market, most of these persons being growers who intend packing their own crops, as they are unwilling to sell at such prices as are now offered by the buyers. No charge attaches to a person qualifying as a dealer unless he buys another person's tobacco.

In Wisconsin the largest buyers appear to have withdrawn from the market to a considerable extent, but smaller firms are still taking offerings through the State. "The Wisconsin Tobacco Reporter" says that "Ohio firms are picking up quite a little tobacco and a larger amount of leaf than most people realize is shipped out of the State for handling. The firms interested in the B's end of the crop are taking quite a little at about ten cents. Of the large amount of tobacco left unsold in the section bounded by Stoughton, Edgerton, Evansville and Jamesville, some sales are reported to stemmers, with figures running down to seven cents. Firms that are interested in whatever may be found of binder sizes are not making an effort just now to push matters, they have the assorting of the leaf already bought to take care of and, though biding their time, they are still interested in whatever leaf of good size is left in the unsold portion of the 1920 crop."

The tobacco associations are at it again trying to form a State-wide pool to form the basis of tobacco sales organization representing the growers' associations. They aim to include a majorty of growers that will control more than 50 per cent. of the State acreage and to handle all the leaf of the districts directly from the farm to the manufacturer.

If they do not secure pledges from such a number of growers the formation of such a sales organization will probably be abandoned at least for another year.

Judging by the seed orders coming in to the seed men, the Wisconsin growers are not going to shirk their effort to produce a good sized acreage during the 1921 season.

In the Connecticut Valley there has been some buying lately at lower prices than those which prevailed last fall. This activity was especially noted in the broad leaf section and many growers who had intended to pack their crops disposed of them. Prices are quoted of 40 to 60 cents for wrappers, while fillers and brokes are nominal.

In Indiana reports from the State Board of Agriculture indicate that the acreage of tobacco will be much larger this year than ever before. It was thought until last year that tobacco could be raised only in the southern part of the State. Reports from the experimental station of Purdue University indicate that the central portion of the State has much soil suitable for growing tobacco and an increased number of farmers in both sections will plant enough to make a test of the possibilities.

A Southern paper says: "From the various sections of the Carolinas, Georgia and Virginia there are indications that after all the meetings and scare talk calculated to reduce the 1921 acreage, the growers have concluded to grow as much or more tobacco and grow it better if possible. There will be a big slump in labor. The negro laborers who drifted North are finding hard times coming and their faces are turning back to Dixie."

This has been challenged, but it is in general accord with the opinions of those who are in touch with wide sections. It seems certain that negro labor will

(Continued on Page 18.)

The Factory That Has Always Stood for "Open Shop"

From the time that Val M. Antuono first started to work as an apprentice boy in the factory which he now owns, until the present day, he has always stood steadfastly for the "Open Shop."

He knows from practical experience both as a cigar worker and a manufacturer that such a system works to the advantage of every sincere, conscientious worker—under this system both employer and employee get a square deal and no autocratic "Labor Leader" reaps the harvest of efforts of the workers nor dictates to the manufacturer how he shall conduct his business.

VAL M. ANTUONO'S PRODUCTS

C. H. S. -:- SHANNA

DUKE OF BELCOURT CIGARS

Have demonstrated that "Open Shop" conditions can produce the highest quality products in the world and at the same time give the consumer an assured supply of his favorite "smokes."

VAL M. ANTUONO

TAMPA, FLA.

Leaf Market Jottings

(Continued from Page 16.)

be begging for work, for they are leaving in droves with their noses toward the tobacco fields and their rear ends pointed North. However, the question of acreage will settle itself in the course of time.

In reference to overproduction and overstock, perhaps when Europe has smoked up for a while and brought its exchange to a more favorable basis, this country will find a ready market for all of its available surplus.

Lynchburg, Virginia, market estimates that there are about a million pounds of tobacco still to come in. Receipts have been light and prices steady, with all desirable grade strong and active. Common and medium grades continue low with no promise of improvement. A fancy lot of fine wrappers sold for $110, a record price. The market closes on May 13.

Richmond, Virginia, is selling sweet Carolina County sun-cured, light red chewing tobacco with a fine flavor. Two hundred and seventy-five thousand pounds were sold at an average of $9.77. The supply is limited.

State Commissioner of Agriculture of Kentucky, W. C. Hanna, reports total sales of tobacco over the loose-leaf warehouse floors of Kentucky during March of 106,108,158 pounds, consisting of 2,925,120 of the 1919 crop and 103,183,038 pounds of the 1920 crop.

The approximately three million pounds of the 1919 crop brought an average of $9.98 and the 103,000,000 pounds of 1920 crop a general average of $11.85. The highest average for the month was $13.46. The total amount of the old crop sold in the seven months' period covered was about 21,000,000 pounds at an average of $11.99; of the new crop, about 290,000,000 pounds at an average of $10.83.

Crop prospects in Kentucky, as set forth in detail by the "Western Tobacco Journal," are very favorable. Georgetown reports weather beneficial to the young plants. Versailles reports that tobacco plants are coming up well in the plant beds and pospects are that there will be an abundance of plants. Lexington reports present indications of about 75 per cent. of a normal crop of tobacco. Young tobacco plants are coming on well and an abundance of plants is assured.

The committee appointed at the recent meeting at Louisville, of the Farm Bureau Federation to plan for co-operative marketing of the dark crop, met at Hopkinsville on April 14-16. They recommended that tobacco growers of the Kentucky Farm Bureau Federation affiliate with the Tobacco Planters' Association and that a conference be called at Owensboro by May 18 to organize a co-operative marketing association.

Official quotations of the Louisville Leaf Tobacco Exchange are as follows: 1919 dark red, trash, $4 to $7; lugs, $8 to $22. Common leaf, $9 to $15; medium, $17 to $25; good, $35; fine, $45.

1919 bright red, trash, $6 to $10; lugs, $11 to $25. Common leaf, $22; medium, $28; good, $42; fine, $60.

1919 colory, trash, $7 to $12; lugs, $14 to $40. Common leaf, $22 to $28; medium, $35; good, $45; fine, $60 and $65.

1920, dark red, trash, $2.50 to $4; lugs, $5 to $11. Common leaf, $8 and $11; good, $25; fine, $35.

1920 bright red, trash, $3.50 to $5; lugs, $8 to $12. Common leaf, $8 to $9; medium, $20; good, $30; fine, $36.

1920 colory, trash, $5 to $8; lugs, $10 to $16. Common leaf, $10 and $12; medium, $25; good, $40; fine, $55.

1919 dark crop, trash, $5 to $7; lugs, $6 to $10. Common leaf, $8 to $13; medium, $16; good, $20; fine, $25.

1920 dark crop, trash, $2 to $4; lugs, $4 to $6. Common leaf, $6 and $8; medium, $11; good, $13; fine, $20.

STANDARD FEDERAL TOBACCO GRADES

It is stated that the Bureau of Markets of the United States Department of Agriculture is going to investigate and classify every type of tobacco grown in the United States, and establish standard grades of each type. There is an enormous waste of time and money in foolishness, and this seems to be pretty near the limit.

An exchange says that "under present trade conditions practically each of the big tobacco buyers has a separate schedule of grades in 'bright leaf' running as high as fifty grades." It is possible that under the proposed system of Federal grading, there will be only four to ten grades, depending on the type of tobacco.

It is absurd to suppose that big buyers or smaller ones will pay the least attention to grades established by men who know nothing about tobacco. It is an established custom for experts to be selected from political dependents on a waiting list, without reference to their knowledge or experience.

The number of men in the country capable of grading tobacco intelligently is very limited. They are sought after by the buying concerns, and at salaries that the Government could not or would not try to duplicate.

We suppose that the expense of the work would be charged to the tobacco industry ultimately, although present negotiations are in progress with various States to pay investigators in their particular districts.

TOBACCO GROWING IN PALESTINE

Consul Oscar S. Heizer, at Jerusalem, in "Commerce Reports," April 20, says that the tobacco monopoly which the Ottoman Tobacco Regie enjoyed for all of the Ottoman Empire has been abolished, so far as Palestine is concerned, and anyone may now raise tobacco freely and sell the produce. Tobacco may also be imported, paying a special rate which will be published shortly. General satisfaction is felt at the abolition of this monopoloy which restricted, and in many districts prohibited, the raising of tobacco by the farmers.

CIGAR LEAF CONVENTION

The annual convention of the National Cigar Leaf Tobacco Association will be held in Hartford, Conn., the first week in June. The local association will be host to the visiting delegates. A definite announcement will be made after the May meeting of the local association.

RESOURCES

IT took half a century to build up the huge resources of The American Tobacco Company. Stone upon stone this immense structure was raised to give SERVICE to the users of tobacco in America.

Nor was the building plan a haphazard one. The best brains were employed, the greatest architects of modern business called into consultation in order that the completed edifice might be the best in the world.

This we believe it to be.

THE foundation of this structure is the factory, or rather fourteen factories, built at strategic points throughout the country. They are capable of enormous output as their whirring machinery testifies.

On this foundation are built the warehouses, shipping depots, sectional, regional and territorial distributing depots—even to the little Ford automobile that carries the salesman and his supplies.

THE capping-stone of all this is the great administrative office in New York.

In financial resources The American Tobacco Company stands secure and sound, inspiring confidence in its customers that it can and will make good every promise it makes.

The American Tobacco Co.
INCORPORATED

111 Fifth Avenue, New York City

"Mapacuba—of Course!"

That's the answer wise dealers are giving their customers who ask "what's the best smoke?"

Winning mildness—rare bouquet—cool, even-burning smoking qualities—these are the things which make Mapacuba popular.

Handsome shapes at popular prices. 10c, 2 for 25c, 15c.

BAYUK BROS., INC.

Originators of the
BAYUK INIMITABLE BLEND and BAYUK INCOMPARABLE BRANDS

Philadelphia

SAN MARTIN & LEON COMPANY

TAMPA, FLORIDA

Manufacturers of

HIGH-GRADE MILD HAVANA CIGARS

Under their Brands:

"SAN MARTIN y LEON"
"HOYO DE CUBA"
and
"EL BRICHE"

NEWS FROM THE PHILIPPINES

One outstanding fact about the economic advancement of the Filipino people today, is the rapid increase of credit associations in the rural districts of the Philippines.

The first rural credit association in the Islands was organized on October 19, 1916, and within a year later there were over 100 others representing a combined capital stock of over $150,000, of which over $40,000 had been paid in and was being loaned out to the farmers in sums ranging from $15 to $50. At present the number of rural credit societies in the Philippines may be estimated at 400, with a combined capital stock of approximately $1,500,000 and a total membership of more than 40,000. Around $250,000 is the aggregate sum of small loans made to more than 8000 members.

Every rural credit society in the Philippines is started by the people themselves, and with ther own money, for the purpose of supplying them capital sufficient to meet their most urgent farm needs. Through the society the people of even the remotest district manage their own economic affairs in a way highly to their benefit.

The increase of the capital of the Philippine National Bank from $10,000,000 to $25,000,000 is provided for in a law recently passed by the Philippine Legislature and signed by the Governor-General. Pursuant to this law the board of control of the bank has already subscribed the new issue of $7,500,000 capital stock and also the remaining $4,000,000 of the first issue of stock, making a total new capital of $16,500,000 available and bringing the total paid-in capital to $17,650,000. The bank is still privileged to dispose of $7,350,000 of stock of the second issue, to which the provinces and towns of the Philippines, as well as the general public, may subscribe, in accordance with a new law also recently passed.

The Philippine Islands are soon to have a postal aerial service, according to recent reports from Manila. Regular lines will be maintained from Manila to Cebu and also from Manila to Zamboanga. Cebu is the premier city of the Visayas and Zamboanga of the southern part of the Philippines.

Five hydroplanes have just been received by the Insular Government from the United States. Three of them are modeled after the hydroplanes of the United States Army, in the island of Corregidor, and the other two are of a modern make and style. The airplanes will be operated by Filipino aviators trained by the Philippine National Guard.

The Manila Hotel gained a net profit of $89,314 in 1920, according to the annual report of its president. The Manila Railroad Company owns the majority of the stock of the hotel and will in future control its business. This company intends to erect hotels at the principal business and scenic points along its lines for the convenience of tourists and travelers sojourning in the Philippines.

The port of Manila soon will be equipped with a modern marine railway or drydock with a capacity of 8000 tons, according to plans launched by the Honolulu Iron Works and the Earnshaw Shipways. The cost of the project has not been decided yet and the awarding of the contract is left with the representatives of the companies in Honolulu.

Plans are now under way to move the cars of the Manila Railroad Company by means of electricity in place of the old-time locomotives. The electrical power will be developed from the Agno River, in Central Luzon, which is believed to possess a potential capacity of from 12,000 to 15,000 horsepower. A thorough topographical survey of the entire waterpower site is being undertaken and early reports of the survey would seem strongly to point to the feasibility of the project.

The annual report of the Philippine Library and Museum for the year 1920 places the number of persons who read in the main library at Manila at 333,624. The provincial readers during the year numbered nearly 60,000.

The Philippine Library and Museum is a separate bureau of the government. It has some very valuable historical relics pertaining to the Islands and a vast supply of world literature and periodicals. In point of equipment it is conceded on a level with most libraries in the United States.

The customs collections for the ports and subports of the Philippine Islands during the last month of February are estimated at approximately $1,000,000. For the port of Manila alone the collections totalled nearly $600,000 during the month compared to $423,470 during the corresponding period of last year. The Manila collections included duties amounting to $502,783 on imports and $160,647 on exports. As American goods are admitted free of duty, the increase in collection means a corresponding increase in the importation of European goods.

YORK COUNTY CIGAR MANUFACTURERS' ASSOCIATION

At the April meeting of the York County Cigar Manufacturers' Association in the Council Chambers at Red Lion, Pa., the principal topics of discussion were cigar boxes, the increase in revenue taxes, putting better tobacco in cigars, and delinquent customers.

It was said that while wages have been reduced, the reduction is too slight to enable the manufacturer to reduce the prices of his cigars, in view of advanced costs in other particulars.

It was however agreed that the manufacturers should use the very best tobacco they can possibly afford. A luncheon followed the business meeting.

WALTER E. OLSEN & COMPANY, BANKRUPT

Walter E. Olsen & Company, of Manila, Philippine Islands, with offices at 143 East Thirty-second Street, New York City, has been placed in the hands of receivers, following an involuntary petition in bankruptcy. The receivers, Jesse W. Ehrlich and Dave S. Saqui are continuing the business under order of the court, and a reorganization of the company is considered probable.

The firm of Olsen & Company has been one of the leading cigar manufacturers of Manila, and its products have a large sale in this country. The firm was caught in the financial depression prevailing in the Philippines.

It is supposed that the liabilities and assets are about equal, but no definite statement can be made until it comes from the Philippines.

WD C
TRADE MARK

Suggestive Selling Is the Way to Bigger Profits

IT'S the method employed by many of the most successful tobacco shops, and it will work equally as well for you.

This is the way it goes:

While a customer is reaching for cigars, say "We're selling twelve for a dollar today," or "You'll save a dollar on a box," or "Do you ever use a tube?"

To the cigarette buyer, "We've a dandy assortment of holders in today. Can I show them to you?" or "We're offering big bargains in cases today."

To the tobacco buyer, suggest pipes, pouches, cleaners, etc. Emphasize the economy of buying tobacco by the jar.

After selling a W D C pipe, say "Now that you've got a good pipe you should break it in with good tobacco. How would you like to try a can of (name your best brand)?"

And so on and on. The number of suggestions is limited only by the stock you carry. Dozens of ideas will occur to you. Try the plan and see how successfully it works.

When you suggest W D C Pipes and Tubes you not only pave the way for added sales but you confer a distinct favor on the buyer.

WM. DEMUTH & CO.
NEW YORK
World's Largest Pipe Manufacturers

La Flor de Portuondo

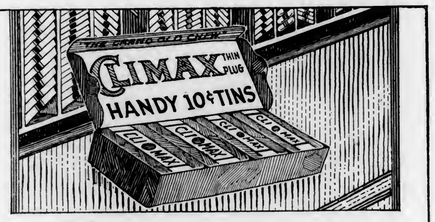
Established 1869

GENUINE

Juan F. Portuondo

Cuban Hand-Made
CIGARS

The Juan F. Portuondo
Cigar Mfg. Co.
PHILADELPHIA



CLIMAX
PLUG TOBACCO
THE GRAND OLD CHEW

To the Retailer:

The convenient 10¢ vest pocket tin will make many sales for you if kept displayed on your show case-
(1 dozen 10¢ Tins in counter display carton)

Climax in the sanitary vest pocket tin is particularly satisfactory to users of Plug Tobacco who do not wish to carry a large cut of tobacco loose in the pocket.

P. LORILLARD COMPANY
Established 1760
Oldest Tobacco Manufacturers in the World

Notes and Comment

Nathaniel Edgar Guedalia, of Guedalia & Co., manufacturers of Havana cigars, died in New York City on April 16. He was widely known and very popular in the trade.

The National Foreign Trade Council, India House, Hanover Square, New York City, has sent us a very interesting pamphlet entitled, "Commercial Possibilities of the Union of South Africa." The work may be obtained free of charge by addressing O. K. Davis, secretary.

W. H. Moore & Co., of 307 Charles Street, Baltimore, Md., has been incorporated under the name of W. H. Moore & Co., Inc. Charles E. Moore is president and Louis B. Ranft is vice-president and secretary. Mr. Ranft was formerly a member of the firm of Wilkens & Ranft. The firm deals largely in Maryland and Ohio tobaccos.

Louis Nathanson, president of the Cigar and Tobacco Dealers' Association of Minneapolis, was recently chosen a director of the Northern State Bank. Mr. Nathanson holds a position as Civil Service Commissioner and is an officer of several social and fraternal organizations. His elevation to the bank directorate brought many congratulatory messages from many of the local dealers.

Matches, cigarette papers and playing cards have recently been taken over by the Bulgarian Government as Government monopolies. A special commission is studying the question of creating a State monopoly of oils.

Canada's tobacco crop for 1920 totaled 48,088,500 pounds, with a value of more than $13,000,000. Quebec stands first among the tobacco-raising provinces with a record of 26,400,000 pounds from 33,000 acres; Ontario is credited with 21,688,500 pounds. The industry is still in its infancy in the Pacific provinces. The most significant development of the year, in the opinion of the "Montreal Star," was the formation of the Canadian Tobacco Growers' Co-operative Company, at Windsor, Ontario. This concern, the paper states, handles 100,000 pounds of dry leaf daily.

Funeral services were held at Milwaukee, Wisconsin, on April 7 for Bridget Harney, believed by inmates of the Home of the Little Sisters of the Poor to have been the oldest person in the country. She died Monday at the age of 118. She was born in Ireland in 1803. Mrs. Harney had attributed her longevity to her lifelong use of smoking tobacco.

The two tobacco factories in Belfast, Ireland, had a combined output considerably larger in 1920 than in 1919. Supplies of leaf were plentiful, although the unsettled state of affairs in the country has affected the new Irish industry of tobacco growing. The withdrawal of troops from abroad largely affected the export trade. Cigarette manufacture was somewhat disturbed when the market for a time in 1920 was flooded with surplus Government stocks.

COOPERATION

"It is our policy to stand behind our product and behind *you*, who have made possible our tremendous volume of sales. We wish to serve you and cooperate with you by every means in our power."

YOUR success is our success; your failure is our failure: we stand or fall together.

Long ago we recognized the truth of these words and we have tried consistently to build up our business by cooperating with our customers to ensure their success. We study their interests and promote their welfare, for only by so doing can we achieve permanent success for ourselves. To be sure, a temporary advantage might be gained by pursuing a selfish policy, but it would be short-lived and would defeat its own end.

TO enumerate all of the ways in which we cooperate with wholesalers and retailers alike would be impossible here—they are many and varied. We would call attention to two only; one, our advertising in newspapers and on billboards; and two, a continuous flow of window posters, attractive and designed to sell goods.

Our "cooperation" is a real "working together" for the common end of serving the public.

The American Tobacco Co.
INCORPORATED
111 Fifth Avenue, New York City

EXCLUSIVE PROCESS

....UNION MADE....

PATTERSON BROS. TOBACCO CO., TR.

RICHMOND, VIRGINIA

IF YOUR DEALER DOES NOT HANDLE THEM, WRITE US

HARRY BLUM

Manufacturer of

THE NEW

NATURAL BLOOM

HAVANA CIGARS

122 Second Avenue New York City

E. H. GATO CIGAR COMPANY

FOR FORTY YEARS THE STANDARD

By Which Clear Havana Cigars Are Judged

1871 GATO 1871

Write for Open Territory

Factory: Key West, Fla.

New York Office; 203 W. Broadway

The Standards of America

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs

MANUFACTURED BY

GEORGE W. HELME CO., 111 Fifth Ave., New York

Tobacco Patents Granted

[Full details and specifications of the following patents may be had by addressing The Commissioner of Patents, Washington, D. C., and enclosing ten cents for each patent wanted. In ordering, give patent number only.]

No. 1,370,602. TOBACCO PIPE. John W. McAuliffe, Pelham, N. Y., patentee.

Patent for a pipe comprising a bowl and a sectional stem detachably connected to the bowl, said bowl having in its wall a vertical chamber opening out of the top of the wall, this chamber being about the size and shape to house the stem when the sections thereof are disconnected from each other.

No. 1,370,631. ELECTRIC CIGAR LIGHTER. Dudley B. Clark, Jamestown, N. Y., patentee. Patent assigned to Clark, Osgood & Allison, Inc., New York, N. Y.

In combination with a cigar-lighter head, an igniting element for a cigar connected through a step-down transformer to a lighting circuit as an electrical source of supply to heat the igniting element.

No. 1,370,996. CIGARETTE-PACKAGE OPENER. Ernest C. Pritchard, Chicago, Ill., patentee.

As a new article of manufacture, a cigarette-package opener comprising a base member, with an enlarged foot and a flattened top, a metallic blade member having a sharpened point and cutting edge, the blade member being flattened at the bottom and fitting snugly against the upper surface of the base.

No. 1,371,135. CIGARETTE MAKER AND FILLER. Harry Williams, New York, N. Y., patentee.

In a portable cigarette maker and filler, the longitudinal filling tube with filling opening and open ends, the longitudinal webs so secured in the bore of the tube as to assist the straightforward movement of the tobacco, the conveyor placed inside the webs, within the tube, the hopper placed on the tube over the filling opening thereof.

No. 1,371,726. SMOKER'S PIPE. John D. Blaker, San Francisco, Cal., patentee.

A pipe stem having a mouthpiece provided with an upward and a downward extension and having its rear face curved inwardly and formed with a depression extending from the upper end of the upward extension to the lower end of the downward extension whereby a smooth curved wall is presented to the tongue of the smoker.

No. 1,371,731. MATCH BOX. William A. Braden, Cleveland, Ohio, patentee.

Patent for a tobacco box of oval cross-section having a cover which is flanged to fit over one end of said box, this cover being hinged to the box on one of its longer sides, combined with a match container attachment to said cover comprising an auxiliary box of the same cross-section as the first box and forming a permanent attachment, this attachment having a bottom spaced from one end to provide a flange which conforms to and fits frictionally upon the cover.

No. 1,371,934. TOBACCO BAG. Richard S. Reynolds, Louisville, Ky., patentee.

A bag having a mouth with separable lips, reinforcing strips having longitudinal undercut grooves formed therein secured to the lips, a member coextensive with the lips and slidably mounted thereon and having shoulders adapted to interlock with the undercut grooves.

No. 1,372,034. AIR HEATING DEVICE FOR SUPPLYING HEATED AIR TO BUILDINGS FOR CURING TOBACCO. John B. Muse, Cameron, N. C., patentee.

A device consisting of a furnace provided with a top plate having a nipple thereon, said furnace provided with a hot-air compartment under said top plate, a fresh air pipe communicating at one end with the hot air compartment, a curved or bent primary hot air pipe positioned at one end upon said nipple and a plurality of hot air pipes within the hot air pipe and filling the same and some having their inner ends resting against the top edge of the nipple.

No. 1,372,124. ASH TRAY. John F. Downey, Providence, R. I., patentee. Patent assigned to Universal Ash Tray Co., Inc., Providence, R. I.

An ash tray comprising a base recessed with a hole to receive ashes of a substantial depth in its face, said hole having a closed bottom portion and being of a diameter to fit and adapted to receive the lighted end of a cigarette so that the end will engage the bottom of the bottom of the hole to smother the fire therein.

No. 1,372,143. CIGARETTE-EXTINGUISHING DEVICE. Howard N. Jones, Providence, R. I., patentee.

A cigarette extinguisher comprising a base having a fixed upstanding post, a tubular member slidably mounted on the post, said tube being supported with its upper end normally standing a substantial distance above the upper end of the post, forming a receptacle into which the lighted end of a cigarette may be extinguished.

No. 1,372,304. CIGARETTE HOLDER. Harry W. Mac-Chesney, St. Louis, Mo., patentee.

A cigarette holder composed of a single strip of flat resilient metal, having a wide central portion and oppositely disposed reduced arms, the wide portion of the strip being folded upon itself midway between the arms to form a spring loop and a finger grip having long flat lateral finger-engaging surfaces, the reduced arms of the strip being then extended inwardly to form parallel legs.

No. 1,372,544. HOLDER FOR CIGARS AND CIGARETTES. Rafael F. Pineda, Barquisimeto, Venezuela, patentee.

A holder for cigars and cigarettes which includes a stem presenting a front member adapted to receive a cigar or cigarette, and a mouthpiece, said front member and mouthpiece having smoke passages out of direct communication with each other; a member presenting a lateral arm and having smoke passages communicating respectively with the first-mentioned smoke passages, and a hanger on the arm at the side of the stem.

No. 1,373,006. CIGAR LIGHTER. Webb Jay, Chicago, Ill., patentee.

A cigar lighter comprising a readily portable support for holding a cigar in lighting position, heating means on said support for engagement with one end of the cigar, and means applicable to the other end of the cigar for inducing draft through it, said latter means being adjustable with respect to said support and said cigar.

No. 1,373,262. COMBINATION CIGARETTE HOLDER AND LIGHTER. Frank Raez, Coatesville, Pa., patentee.

In a device as named a series of slotted tubes for holding cigarettes, a gear on which the tubes are mounted, means for intermittently rotating said gear, a plunger in each of the tubes, a lug on each of these plungers passing through the slot in the tubes, an arm for co-action with the plunger lug for ejecting a cigarette from the tube.

F. LOZANO, SON & CO.

HAVANA CIGARS

TRADE MARK

F. LOZANO
FLOR DE NARVEZ
VICLO

WALLS COURT
EL LESSERO
CALATRAVA

REG. U. S. PAT. OFF.

FACTORY & MAIN OFFICE, TAMPA, FLA.

NEW YORK OFFICE, 437 FIFTH AVE., N. Y.

For Gentlemen of Good Taste

Your Protection in the Band

San Felice Cigars

The Deisel-Wemmer Co.,

LIMA, O.

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

General Office and Factory, TAMPA, FLA.

Eastern Office
222 Pearl St.
New York

Warehouse
Havana
Cuba

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Danville, Va.
ESTABLISHED 1831
DEPT. A

Notes and Comment

Frank C. Swarez and John J. McCormick have formed a partnership under the firm name of F. C. Swarez & Co., importers of Havana leaf tobacco, at 126 Maiden Lane, New York City.

Henry Rothenberg, tobacco broker, has removed his offices from 162 Front Street, to 118-120 Maiden Lane, New York City.

Paramount questions before the eighth annual convention of the National Foreign Trade Council, to be held at Cleveland, Ohio, May 4 to 7, will be revision of the tariff, financing our foreign trade, the merchant marine and the double taxation of investments made abroad by Americans in the interest of foreign trade extension.

D. H. DeWitt, formerly director of the International Planters' Corporation, Antwerp branch, announces that he has established an Import and Commission Tobacco Company, specializing in Havana tobacco, at Rempart, Kirdorp 56, Antwerp, Belgium. His cable address is "Dewitbak," Antwerp, Belgium.

The Marine Tobacco Company, of New York City, has been incorporated with a capital stock of $30,000, by R. H. and J. C. Lederer and W. Durant.

The Long Green Tobacco Company at Mt. Sterling, Ky., opened for business a few weeks ago and immediately began to do a very excellent business. Their factory on East High Street is commodious, well ventilated and lighted. J. Clay Cooper is president and H. B. Turner secretary-treasurer.

The Epicure Cigar Company, of Bronx, has been incorporated with a capital of $75,000 by B. Spector, A. Bloom and A. Bodkin, of 230 East 173d Street, New York.

The William J. Seidenberg Corporation, of Manhattan, has been incorporated with a capital of $360,000 to engage in the tobacco business, by A. H. Mittleman, 347 Madison Avenue, New York.

The New England Favorite Cigar Company, Manhattan, has been incorporated with capital of $125,000 by B. Shea, J. S. Eaton and C. S. Hale, of Nyack, N. Y. Twenty-five hundred shares of common stock have been issued.

C. Demar Cigar Company, of Brooklyn, has been incorporated with a capital of $62,500 by M. Rodriguez, J. M. Silva and A. S. Chrisman, of 516 Jefferson Avenue, Brooklyn.

The Axton-Fisher Tobacco Company, Louisville, Ky., received a judgment for $1661.83 against the Louisville & Nashville Railroad for the loss of a carload of tobacco stems. The car of tobacco stems was destroyed by fire near Bowling Green, May 29, 1919. The railroad company claimed the fire was the result of spontaneous combustion.

The annual stockholders' meeting of the American Snuff Company will be held at the principal office of the company, 15 Exchange Place, Jersey City, N. J., on Tuesday, May 3, at 2 o'clock. Election of directors will be held.

Thomas F. Healy, of the Havana Tobacco Stripping Company, has moved his office from 175 Front Street to 126 Maiden Lane, New York City.

J. Simonds & Son, importers and exporters, 207 Pearl Street, New York City, have moved their offices to Suite 523 in the new Cunard Building at 25 Broad Street.

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

LA PREFERENCIA.
CIGAR
A SUCCESS BASED ON PERMANENT QUALITY

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 31ST STREET
BROOKLYN, N.Y.
HIGH GRADE CIGAR LABELS AND BANDS
170 WEST RANDOLPH ST., CHICAGO, ILL.
723 BRYANT STREET, SAN FRANCISCO, CAL.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
Cigar Labels, Bands and Trimmings
of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L. MANAGER
PASBACH-VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
383 Monroe Avenue Detroit, Mich.
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

High Grade Cigar Labels
WE have just purchased the entire stock of the exceptionally fine line of Labels formerly lithographed and carried by Louis E. Neumann & Co. This complete line, together with our own and those formerly made by Krueger & Braun, is now being offered at exceptionally low prices to close them out. Editions run from 2000 sets upwards. **Good opportunity to obtain a private label in small lots.**
SAMPLES FURNISHED ON APPLICATION
Wm. Steiner Sons & Co.
257 to 265 West 17th St. New York City

GEO. SCHLEGEL
22nd St. and Second Ave., NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET.
LOUIS G. CAVA, Mgr.

SHADEGROWN

Connecticut, Florida

and

Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

131-133 Water St., New York City

VOLUME 41 NO. 10

The TOBACCO WORLD

MAY 15, 1921

LIBRARY RECEIVED MAY

Five Points Which Should Appeal to Every Cigar Manufacturer

No. 1
THE WOLVERINE BUNCH BREAKER saves 35% to 40% of the binders. Where in hand work more than one binder is usually used, this machine requires but one. It is a strictly SINGLE BINDER MACHINE even on the most tender leaf.

No. 2
By actual performance it has been shown that production with the aid of these machines has increased 40%. And the same quality of workmanship has always been maintained. There is no limit to its production capacity.

WOLVERINE BUNCH BREAKER
No specially designed bunch breaker's table required; Simply screws down to any table

No. 3
The simplicity of operation makes it easy for inexperienced girls to operate them. When once adjusted it automatically warns the operator of the use of too much or too little filler. This eliminates "choakers" and too loosely rolled bunches. It always makes a uniform spongy free-drawing bunch. No twisted fillers.

No. 4
Makes any style or shaped cigar. For PERFECTO shapes a specially designed roller is furnished. Open or closed head work obtained with perfect satisfaction.

No. 5
OUR THIRTY DAYS' TRIAL enables you to prove for yourself all of the foregoing features. Shipped to you by prepaid express or parcels post without a cent of cost to you. No obligation on your part except to try it.

WRITE FOR ONE TODAY

PULTE-KORRECK MACHINE CO.

Manufacturerf of
Wolverine Bunch Breakers and Wolverine Cigar Packers for Boxes and Round Tins.

GRAND RAPIDS
MICHIGAN

"BULL" DURHAM ADS running in newspapers all over the United States every week

GENUINE **"BULL"** DURHAM tobacco makes 50 good cigarettes for 10c

Guaranteed by The American Tobacco Co.

Do you know you can roll 50 good cigarettes for 10cts from one bag of

GENUINE "BULL" DURHAM TOBACCO

Guaranteed by The American Tobacco Co.

50 good cigarettes for 10c from one sack of GENUINE **"BULL"** DURHAM TOBACCO

Guaranteed by The American Tobacco Co.

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All these goods are Long Filler, packed one-twentieth and banded. Goods guaranteed. Jobbers protected as to territory. Samples, prices and territory on request. T. E. Brooks & Co., Red Lion, Pa.

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Established 1881

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From the time that Val M. Antuono first started to work as an apprentice boy in the factory which he now owns, until the present day, he has always stood steadfastly for the "Open Shop."

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Volume 41

THE TOBACCO WORLD

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A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year — PHILADELPHIA, MAY 15, 1921 — Foreign $3.50

Happenings at Washington of Trade Interest

(Special from THE TOBACCO WORLD'S Washington Bureau.)

BOTH employment and wages in the cigar manufacturing industry are decreasing, according to statistics just compiled by the Bureau of Labor Statistics, but while employment during March decreased 15.7 per cent. as compared with the preceding month, according to reports from fifty-six manufacturers, the payroll in those plants dropped 23 per cent.

The report of the bureau states that three firms made a 10 per cent. decrease, affecting all the employees in two plants, and 60 per cent. in the third plant. One-half of the force in one concern were reduced 35 per cent. in wages, while another firm reduced 45 per cent. of their employees 15 per cent. in wages. A reduction of 7½ per cent. was made to 80 per cent. of the force in one factory, and 8½ per cent. to 70 per cent. of the force in another factory. More time was worked throughout the industry during March than during the preceding month, and the per capital earnings show an increase of 4.8 per cent.

Amendment of Section 701-A of the Revenue Act, regulating dealing in leaf tobacco, is proposed by Representative Garrett of Tennessee in a bill which he has recently introduced in Congress.

The measure would amend the section so as to provide for a tax of 18 cents per pound, to be paid by the manufacturer or importers, upon all tobacco and snuff in lieu of the present taxes, and a tax of nine cents per pound upon all leaf tobacco sold or removed for sale to the consumer, except by farmers.

Section 701-B would also be amended, so as to provide that "leaf tobacco removed for sale to consumers by persons other than farmers shall be put up in packages containing three, six, nine, twelve, fifteen and eighteen pounds net weight."

Similar measures were introduced during the last session of Congress, but failed to receive action.

Although the leaf tobacco market was dull during March, the warehouse sales have been in a larger volume than is usual at this season of the year, according to the monthly review of business conditions issued by the Federal Reserve Board. This was probably due, it is stated, to the fact that sales during previous months were not as large as in normal times. "However," it is added, "the demand has been for the better grade tobacco rather than the cheaper grades."

The tobacco and other census operations conducted by the Government will for the next few years be under the administration of William Mott Steuart, who has been appointed Director of the Census by the President. Mr. Mott, who has been in the Census Bureau since 1880, succeeds Samuel L. Rogers, who recently resigned.

The demand for high-grade cigars has been in limited proportions, while the demand for cheaper cigars of a reasonably good quality has been more pronounced. Reports from Philadelphia also indicate that although the industry as a whole is still operating considerably below normal, "firms which are manufacturing the cheaper products have increased production materially, and are preparing to operate on a full time basis."

Forfeited and abandoned tobacco and its products would be turned over to government hospitals instead of being destroyed, as at present, under the terms of a bill introduced in the Senate by Senator Calder, of New York.

Mr. Calder would amend Section 3369 of the Revised Statutes by providing that, "under such rules and regulations as the Commissioner of Internal Revenue, with the approval of the Secretary of the Treasury, may prescribe, the Commissioner of Internal Revenue may, instead of ordering the destruction of any tobacco, snuff, cigars or cigarettes which may now or which may hereafter be abandoned or forfeited to the United States, deliver such tobacco, snuff, cigars or cigarettes to any hospital maintained by the United States for the use of present or former members of the military or naval forces of the United States."

There will be no national or sectional daylight saving legislation by Congress during this session, according to action taken by the House Committee on Interstate and Foreign Commerce. Several bills providing for daylight saving have been before the committee so far this session, but it was the concensus of opinion among the members that there was not sufficient demand to warrant taking up these bills with a view to reporting them out.

In considering the subject cognizance was taken of the action of several State legislatures in dealing with the matter. In the first zone, Maine, New Hampshire and Connecticut have shown a marked opposition to the proposal. New York State has local option, and the Pennsylvania legislature failed to take action; in New Jersey, the cities advocate daylight saving, while the farming sections take the reverse position. The entire West is opposed to the plan, and no attempt will be made to enact daylight saving legislation which will cover that section of the country.

A full investigation is to be made by the Post Office Department into the complaints made by business men throughout the country regarding delays in making payments of indemnity in the case of merchandise injured in transit. A large number of concerns dealing in various commodities have served notice on their customers that they would cease their patronage of the parcel post service because of excessive damage to small parcels and delays of from three to five months in effecting settlement of claims.

Officials of the department declare that every effort is being made to eliminate as far as possible the damage and losses complained of and to expedite settlements. At a recent conference of postmasters from the large cities, this question of damage to parcels was taken up and the use of hampers as a protective measure was discussed.

A large number of measures dealing with transportation problems have been introduced in Congress recently, probably as a result of the agitation which has surrounded the railroad situation during the past few months. Representative Ward, North Carolina, has introduced a bill in the House requiring that all claims for damages from freight lost or injured in interstate transportation by railroad, express or other transportation lines or companies be adjusted within sixty days from the date of the filing of the claim. A penalty of $100 is provided for noncompliance with the provisions of the proposed law.

A measure introduced by Senator Spencer, Missouri, provides that the interstate passenger rates as now or hereafter enforced shall provide for the issuance of mileage books of not less than 1000 miles at a reduction of 20 per cent. from the established rate. The measure, if adopted by Congress, would give the Interstate Commerce Commission authority to take such action as might be necessary to carry its provisions into effect. A similar measure by Congressman Barkley, Kentucky, provides that the Interstate Commerce Commission shall have the power to fix and establish on all passenger-carrying systems a form of interchangeable mileage books of 1000, 2000 and 5000 miles each, to be sold by the companies at a rate one-third less than the regular passenger fares.

The St. Louis Federal Reserve District reported that receipts of tobacco have been fairly heavy and prices for the better grades well maintained, while the Philadelphia District stated that manufacturers are purchasing only such stocks as they actually need, and most of them have sufficient supplies on hand for present purposes.

Under the terms of a bill introduced by Senator Robinson, Arkansas, no increased rate, fare, charge or classification would become effective in interstate commerce until the same has been approved by the Interstate Commerce Commission following an open hearing. "In my opinion," said Senator Robinson in discussing his bill, "freight rates are now too high. They are out of proportion to market conditions and prices affecting products, particularly those of agriculture. The maintenance of freight rates adapted in large degree to emergency conditions when prices of everything were high, had the effect of preventing business and of discouraging enterprise. Certainly, freight rates hereafter should not be put into effect until approved by the Commission."

The issuance of a 2½-cent coin, to be known as the Roosevelt piece, is provided for by Representative Appleby, New Jersey, in a bill which he has introduced in Congress. The coin would be made of copper, of a size large enough to distinguish it from a one-cent piece. Its issuance is designed to meet the demand for a coin between the penny and the nickel.

Congressman J. Charles Linthicum, of Maryland, has transmitted to the House Ways and Means Committee a protest against an increase in the tobacco taxes made by the George Schafer Cigar Company, of Baltimore.

"We understand there is before the House a bill to place a tax on all tobacco grown in this country," the company states. "Inasmuch as the Emergency Tariff Bill now being considered, provides among other things, for an increase in the duty on wrapper tobacco imported, from the $1.85 to $2.35 per pound, we wish to render a strong protest against any increase in taxes on domestic tobacco as the cigar industry cannot possibly bear any additional taxation.

"The increase in taxes is gradually forcing the small manufacturer out of business and creating trusts that will eventually dominate the tobacco interests. We earnestly trust this proposed taxation will be carefully considered, and not considered feasible at any time."

A. T. CO. BANQUET

The annual banquet of the employees of the American Tobacco Company was held on Saturday evening April 30, in the Ball Room of the Hotel Pennsylvania in New York, and was attended by about three hundred employees. As always on this occasion the music and refreshments left nothing to be desired.

Business Building

By a trained Business Man and Advertiser
Written especially for
THE TOBACCO WORLD
by A.E.P.

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YOUR job, your store, isn't work. It's an opportunity. An opportunity to do, oh many things! An opportunity to train yourself into a highly skilled salesman and businessman. An opportunity to become first-class in your work, and thereby obtain first-class rewards, and the calm satisfaction which a generous income yields.

An opportunity to do more even than this—an opportunity to tell yourself that you are going to make out of your life all you possibly can—which means to educate yourself by good reading, good talking, good thinking, good doing—by becoming a high-grade, capable, poised, sensible, self-confident man—a man of the kind that is of great value to the community.

An opportunity to always talk cheerfully, kindly and happily—to respect every one however lowly—to smile often and to laugh easily—and thus help make this world a better place to live in for everybody.

This is what constitutes success; and it is a thousand times more desirable success than the making of money only.

I DROPPED in a cigar store the other day and soon was talking in a friendly way to the clerk. He was an ambitious fellow, had read and observed a lot and was trying to work up. But he needed a little advice, and needed it badly.

He was training to be a first-class salesman, and somehow he had formed the idea that the necessary qualities were nerve, familiarity, and when he termed "getting the Mastery" over the buyer, by aggressive looks and talks.

The results were sad—because he created antagonisms, instead of friendliness.

Once in a while a man, who is big in body, who has a natural positive mannerism, with eyes that correspond, can be familiar and positive with people, and put it across without offending them. But such men are rare.

Your big problem is to acquire the art of making friends. And the way to make friends is not to try hypnotizing them by aggressiveness, but by being sincerely friendly to them; listening with interest to the subjects they discuss; giving them the lead in conversation; laughing at their funny stories instead of going them one better; being polite without a hint of servility.

It is easy to write the rule, easy to read it—but it is difficult to play it to perfection.

But it is worth the learning.

DO you make yourself known among the men of your locality? Or, is your place just "a store," without any personality or distinguishing characteristic?

A business writer states that "we do business with our friends, and hesitate to buy of strangers." Therefore the more friends we have the more business.

Make friends!

Dress well. Walk erect. Be particular to nod and speak to people on the street. Form the habit of having the hint of a smile and a pleasant look in the eye as a man enters the store. Speak a few cheerful words at every opportunity. Learn the names of your patrons and mention their names when you speak. In an unobtrusive way get your name in on their memories.

These are little things—ridiculously little. So is a drop of water—but the ocean is made of them.

A TRADE paper states that the restaurants of London are adopting all kinds of novel advertising to attract customers. Competition is very keen and it is difficult for any one restaurant to retain its customers.

Just now they are running the puzzle idea. On the back of the menu they will print some puzzle, rebus or problem, with a little notice inviting the customers to solve it while waiting for their orders to be filled, and stating that the answer will be printed on the menu next day. On some of the particularly difficult problems the meal is given for half price to those who solve it at the first sitting.

It is said that some restaurants have greatly enlarged their business by this means; though, of course, the increase will be but temporary unless the food retains the people by its superior quality.

I am just passing this idea on to the cigar fraternity for those among them who are ingenious and born advertisers to ponder on and see if it furnishes an advertising pointer for them.

My thinkery is not a bright one, but here is a thought which came to me. Gather a lot of puzzles—some easy, some difficult—paste one on your front window with a notice that the first person solving it will receive a good cigar. When solved, give the party his cigar and write under the puzzle the name of the successful one. Leave there two days; then put out another puzzle, and so on as long as you wish. It will cost you three cigars a week, which is not much, and if you handle it properly it will bring and keep your name before a goodly number of people.

LEAF MARKET JOTTINGS

IN Lancaster County, the remainder of the crop has been held back by the growers, and in some instances at least, they have secured better prices. The "Lancaster Examiner," in a recent issue, tells the following story:

"George B. Grube and his tenant farmer, Jacob Redcay, who had twenty-four acres of tobacco on their farm in Manheim Township, were among those who believed in holding their leaf crop until they would secure the price that they thought the crop worth. That there was considerable method in their way of doing business has been conclusively demonstrated by their selling their wrapper grade for twenty cents. That the crop was under scrutiny by the packing interests was proved by the fact that only two hours after the sale was consummated another buyer 'happened' along and offered twenty-two cents. The fillers were sold to a Virginia buyer at four cents.

A number of speculative buyers have appeared in various parts of the county in an effort to secure what crops they could at their own figures, and they were able to get a few at prices not stated, but the sum of their purchases was of little consequence.

There is an impression that there is a larger amount of tobacco in the hands of the growers than previous estimates have indicated, but even the best informed confess that their estimates have no sound basis of real information.

The "Examiner" says that in some instances a number of growers have completed arrangements to pack jointly, and it is probable that there will be a number of packings of a hundred or more cases that are owned by the growers themselves. There are quite a few farmers who will have enough leaf to make twenty-five or more cases who will have it done in the warehouses.

Continued cold storms have blocked the growth of the seed beds, though kept well covered, and early planting, on which very much depends, will probably be out of the question. The 1921 crop is starting under rather unfavorable auspices.

***

In Wisconsin, the principal fact of general interest is the unrest among the growers, which appears to be extending and finds expression in the tentative formation of a tobacco sales organization to market the 1921 crop. In the meantime the tobacco merchants are sitting tight, paying no evident attention to the movement, and smoking blended cigars in comfort.

There was, as we all remember, a big scrap over the 1918 crop. The 1919 crop was a sort of love feast; the tobacco was uniform, was quickly transferred from the growers to the buyers with very few adjustments. The 1920 crop was hit by the drought first and then by the slump in business.

The organizer signed up forty farmers at Edgerton and some at Janesville and Stoughton. The idea is that if the various growers' associations have at least 50 per cent. of the growers pledged by the 1st of August, the organization will be formed.

There is one item that will not be adopted with joy and that is that every signer of the contract will be bound by his signature to stay in the pool, or forfeit five cents a pound to the association on all the tobacco he raises, and the contract is written for a term of five years. The reader can use his own judgment as to whether anything like that can be put through.

As to the present crop, there is no material change in the prices offered on any type of tobacco. The warehouses are crowded for storage, and the amount of old crop removed is insignificant, compared with the total amount in storage. Buyers are calling for cases, where they formerly ordered carloads.

***

In the South, co-operative marketing appears to be taking a strong hold. In South Boston recently more than 2000 tobacco growers of Halifax County met in a mass meeting, and most of those present signed the contract, which has been signed at the rate 1000 a week since the beginning of the campaign for co-operative marketing of tobacco through an association of growers. The number of signers in Virginia is estimated at more than 10,000, and the campaign is in progress in twelve Virginia counties.

A general review of the whole question of curtailing acreage in the South, shows that there has been a great deal of talk about it with some evidence of agreement.

Both Lynchburg, Va., and Richmond, Va., report closing sales with high prices for good wrappers, with common and damaged grades selling at nominal prices.

***

That the tobacco crop may be reduced without co-operation is suggested by advices from many sections of the South. An item from Midway, South Carolina, says that there is much complaint among the farmers as to the scarcity of tobacco plants. Some have made a complete failure, and with others, insects are eating up the plants. Danville, Va., says that unfavorable weather and the Hessian fly have made tobacco plants scarce. New Canton, Va., farmers had their seeds treated with formaldehyde to stop the fly blight, and in many cases it also stopped the seeds from germinating.

(Continued on Page 20)

REPORTS FROM THE MIAMI VALLEY

BUSINESS as a whole throughout the Miami Valley is not up to the usual standard. That is the sum and substance of the information the writer has received from interviews held with jobbers and retailers in the trade over the valley.

Warehouses are beginning to pluck up a little, and those that halted operations a few weeks ago (with the exception of a few) have opened up again, and though they are going rather weakly, they are going, and that should be some encouragement, however little.

The Ohio Bureau of Agricultural statistics announce that while the acreage in the Miami Valley will be about the same as last year—and last year the acreage was 25 per cent. below normal—other districts in the State will fall from 25 to 75 per cent. below last year's total. In the Ohio River Burley District, where the acreage has been on the decrease from year to year, planting will be reduced 45 per cent., while in Belmont County Export District, reduction will reach 65 per cent.

Blame for decreased planting as well as decreased business among the jobbers and retailers, is attributed directly to prices paid for last year's raw commodity.

Steps are being taken to correct these conditions by the farmers themselves, and in a vote taken May 10, by the directors of the Ohio Farm Bureau Federation, the establishing of a heavily capitalized corporation to finance farmers' co-operating marketing enterprises was brought about.

With the bringing about of the organization of the United States Tobacco Growers, a national co-operative tobacco marketing organization follows. The circumstances incident to such formation will be the purchase of terminal tobacco warehouses; formation of State pools, so to speak, and various similar farmers' enterprises.

To realize even small benefits from the above planned enterprises, a great amount of capital will be required. In order to secure the capital needed to finance them, farm organization leaders contend that the formation of a holding company would be a more efficient method than the individual financing of each enterprise.

In attempting a feat of such proportions, it will be necessary to borrow a great deal of money to raise the needed funds. In view of this fact it is desirable that the bankers co-operate with the farm organizations to the fullest in this attempt to stay the decline in the tobacco industry. We realize that in attempting to borrow money, the farmers are going to be up against a very trying situation. There are two things that enter in as to why such a procedure on the part of the farmer is bound to be burdensome and those are: the lack of co-operation between farmers and banks, and the present high price of loans.

During the last few years we have witnessed the gradual decline in farm products and the rise of the price of loans. By this I mean the rate of interest that a man borrowing money must pay to insure himself a loan. The rising price of loans was necessarily actuated by the rising prices which started in the spring of 1917. The increased demand for capital incident to the World War naturally expanded business and automatically raised the rate of interest.

It is obvious, that while we are waiting for the return to pre-war rates, it will be necessary to continue paying the present high price of loans until the state of readjustment is finally brought about. To the farmer this is a very serious matter coming at this time. Such a state limits the supply of credit, and with the rates of interest still soaring, it is plain to see that, unless there is a drastic change, any revival of business is an utter impossibility.

However, certain things point to a greater co operation between the bankers and farmers. At a meeting of bank officials of the different banks in the State and County Farm Bureaus, this question was fully discussed, and the bankers were all agreed that the ability of the farmer to buy affects both merchants and manufacturers.

It is to be hoped that banking institutions will realize before it is too late, that unless the purchasing power of the farmer is reduced in accordance to the purchasing power of the market that accepts his produce and his own power to sell, there is bound to be continued limitation in the buying of the farmer as a class, and a staying in the revival of business.

J. J. G.

"RIZ LA CROIX" PAPERS IN "BULL DURHAM"

In a recent letter to the trade, the American Tobacco Company said: Our reason for packing "Riz la Croix" cigarette papers with "Bull Durham" isn't to give something free away with "Bull Durham." During the World War we found that American-made paper for cigarettes was not good enough, and so—in spite of the difficulty in securing it—we only used paper on our cigarettes—such as "Lucky Strike"—that was manufactured in France, and we have never changed since them, and we never will, because they know how to make paper better over there. Because "Bull Durham" is the finest granulated tobacco made, we came to the conclusion that it was not fair to "Bull Durham" smokers to give paper manufactured in this country, when a better paper is manufactured in France.

The papers we have always given with "Bull Durham" are made in America, whereas, "Riz la Croix" cigarette paper is made in the South of France, where the finest cigarette paper in the world is manufactured. "Riz la Croix" cigarette papers are manufactured from the finest materials. In the manufacture of one pound of "Riz la Croix" paper, four hundred gallons of pure mountain water are used. One pound of paper makes about one hundred books. They are the strongest and best cigarette papers made and are so recognized the world over.

David F. Morris, assistant to Charles A. Bond, representative of the Manila cigar industry in the United States, has returned to New York from an extended trip to the Pacific Coast, his forecast of the future of Manila cigars in the United States is highly favorable.

The Horwitz Tobacco Company, 136 Water Street, New York City, has made a settlement with its creditors of twenty-five cents on the dollar, and the petition in bankruptcy has been dismissed.

J. Quanjer and H. C. L. Kruse have formed a partnership and will engage in a general tobacco business in Amsterdam, Holland, with offices on Pieter Jacobszstraat. Further notice of the firm will be given.

Talks By The Traveling Man

By Frank Farrington

I WAS driving out of Kickport one afternoon, motoring across to an adjoining town, when I saw Dick Somers, my cigar salesman frend, coming out of Tom Jordan's cigar store with his sample case.

I stopped beside the curb and asked him where he was going and whether he wanted a ride as far as I went. As it turned out, his destination was the same as mine and I took him right in.

"Did you sell Jordan this trip?" I asked.

"Yes," he replied, as he got in beside me, "I always sell Jordan and I guess I could sell him more stuff than he could get rid of. When he takes to a salesman he'll buy himself poor from him, but I never took advantage of him yet. Believe me, though, there's some fellows I don't hold back on. Some of these chaps who have such a big head that they think no traveling salesman can tell them anything, I load up good and proper now and then. I wonder why it is that a retail cigar dealer who spends practically all of his time in one town and hardly ever gets in touch with what is going on outside, thinks he knows more about what's what than any traveling man can tell him.

"I admit a man's got a right to think he knows more about his own business than anyone else does. I never was much of a hand to pretend I knew my customer's business better than they know it, but I think I'm safe in saying there isn't a dealer in my territory I can't give some pointers to now and then; things I've just picked up around.

"There are some dealers who never get out to look around, who never get to the big city to see what the biggest men in the cigar trade are doing or what's new that they haven't seen yet. These same chaps who won't have much to do with a cigar salesman and who he has to jimmy his way in to see, are the same ones who never look inside of their trade paper or turn over a hand to keep informed about what's going on in the markets. They just buy what they happen to see that suits them, and prety much they stick to the same old jobbers and the same salesmen year in and year out. Lots of times the salesman gets disgusted with them and lets them pick out poor stock just because suggestions are taken any too friendly. I want to tell you a cigar dealer makes a mistake when he decides that the traveling salesmen don't mean anything in his life. You can't turn a salesman down with a cold snub without taking a chance of losing something by it. You never know what salesmen may have just the item your stock needs."

"It takes a prety good man to turn a salesman out when he wants to stay in, doesn't it?" I hazarded.

"You've got the old-fashioned idea about traveling men, that they are all drummers whose business it is to call on a dealer and stick and hang until they compel him to buy something in self-defense, just to get rid of him. That's old stuff. Salesmanship isn't like that any more. It's making a man see the value of what you have to sell, showing him how he can handle your line profitably, then selling him what he is reasonably certain of selling again within a short time.

"Why, I could load up fifty per cent. of the dealers I call on so heavily with my lines that they would never sell out entirely—if I just wanted to see how much stuff I could sell on one trip and then never go back there again. But you are a good enough business man to know that my house can't make money year after year on one order from each dealer, no matter how big that order might be. Success in our business means keeping a man buying right along, and a man isn't going to buy if he doesn't sell. It's really more to my interest than to the dealer's to have him sell his goods. And doesn't it stand to reason that if I have it on my mind all the time to want to help dealers to sell more cigars, I can pick up a good many ideas right along that line?"

"You certainly come into contact with a large number of enterprising cigar dealers in the course of your travels," I replied," and it stands to reason that you gather many valuable ideas you could pass on to the dealers who could use them if they would."

"Sure, and that's why I say a cigar dealer makes a mistake to be chilly with a traveling salesman. How does he know, when I come in, but that I've got a cigar that will help him to a nice lot of new business? How is he going to know about all the good things to buy if he won't let anybody tell him? He can't guess it all out, and if he just buys from occasional salesmen and turns down all the others without even seeing what they have, he may be picking just the slowest sellers on the market; things he wouldn't buy at all if he looked over all the lines that come along.

"No, sir, a cigar man who doesn't try to see just as many lines as he can instead of just as few as he can, is working it wrong end first and I'll just bet that by walking into a cigar store and looking his stock over a little I can tell whether he's the kind of a buyer who doesn't look the market over or whether he looks them all over and picks the best. I know the lines that a dealer won't buy unless he isn't wise to what the market affords, and those lines make up most of the stocks of the dealers who think they are such good buyers that they don't need to take any suggestions from the fellows who do the selling.

"You see, unfortunately, there are some dealers who don't know just what's what in smokes. They are inexperienced, new in the business, or they just naturally have poor judgment about cigars and cigarettes, or they don't seem to catch on to what their customers want to buy. Such a dealer can learn something from the traveling salesman if he will only listen. The dealer who talks things over with the traveling men can get a lot of information about what to buy in other lines than what they sell. The cigar man very likely has some good dope about pipes, for example. The salesman has some good tips about the condition of the market and about price changes and about what new lines are coming strong in the bigger places and are going to be big sellers all over. Well, I seem to be trying to tell you what a great man every salesman is. It's true, though, I guess, all I've said. At least I believe it all, but when I once get started on one of my pet notions I don't know when to stop. Now go on and tell me about this snappy little car you've been getting. It's sure got some hop to it hasn't it?"

1920 TOBACCO TRADE IN THE NETHERLANDS.

American Consul George E. Anderson at Rotterdam, in "Commerce Reports," March 18, reports that while conditions in the tobacco manufacturing industry in Holland during 1920 were unfavorable, the import and export trade in tobacco reached considerable importance. The clearance of all grades of tobacco leaf from the bonded warehouses for domestic use, including some tobacco eventually re-exported, amounted to only 39,369 metric tons (metric ton=2204 pounds), as compared with clearances of 105,423 metric tons the year before. On the other hand, the import of tobacco leaf from all countries into the bonded warehouses for domestic use and for re-export amounted to the total of 232,000 metric tons, as compared with 84,500 metric tons the year before.

While imports of American leaf were a little larger during 1920 than in 1919 the position of American tobacco on the market most of the year was unfavorable and returns to American connections were comparatively poor. Much of the time American leaf sold in the Dutch market at prices below those obtained for the same leaf in the United States. On the other hand, the East Indian tobaccos were in an exceptionally strong position the entire seson. Much of this strength was due to the heavy demand from the United States for these tobaccos, where stocks were low and where there was a special demand for the particular varieties and grades of tobacco furnished by the 1919 crop in Sumatra. The decision of Sumatra planters two years ago to reduce their output also had an important influence on the market. The crop they marketed last year in Holland returned them about 67,500,000 guilders, or at average exchange about $22,500,000. Their prospects for the current season and for the immediate future are considered very satisfactory. The 1920 crop, to be sold the current year, is expected to amount to 146,000 bales, as compared with the 150,000 bales marketed the past season. Nearly 30 per cent. of the entire stock in 1920 was sold in the United States.

The sale of Java tobacco was not so successful as that of Sumatra, but it is anticipated that by the time the 1920 crop is offered in the Netherlands market the current season all the old Java stock will have been successfully disposed of. Heavy rains reduced the output in Java about 50 per cent. and the indications are that with the accumulated stocks and all the amount of Java tobacco to be sold the coming season will not exceed a normal pre-war crop.

TO STUDY TOBACCO GRADING

Preparatory to promulgating Federal tobacco grades, Massachusetts, Kentucky, Pennsylvania and Connecticut are arranging to appoint representatives to study the product and grades in their localities, it was said at the Department of Agriculture.

All such information will be forwarded to the Bureau of Markets and will be used as a basis for making up the grades, which it is predicted will number about ten.

The R. J. Reynolds Tobacco Company of Winston-Salem, N. C., will establish a large suite of handsomely equipped offices in the Gotham National Bank Building, Broadway and Columbus Circle, New York City. For a decoration we would suggest "Prince Albert" and a "Camel."

REDUCTION OF FREIGHT RATES ON CUBAN TOBACCO

Acting upon complaints of importers of Cuban tobacco in respect to the freight rates thereon, the Tobacco Merchants' Association entered upon negotiations with the Ward Line with a view to securing adequate reductions in such rates.

The negotiations finally resulted in a conference between a Special Committee appointed by the association, consisting of Philip Croxton, Traffic Manager, P. Lorillard Company; Albert W. Kaffenburgh, I. Kaffenburgh & Sons; Marco Fleishman, S. Rosin & Sons, and Charles Dushkind, Secretary of the Tobacco Merchants' Association, and officials of the Ward Line, on April 27, last.

Our Committee having been promised by the Ward Line officials that our contentions would receive every consideration, and that a decision would be reached in respect thereto within about ten days, we have this day received the following letter from the Ward Line, which speaks for itself:

New York, May 6, 1921.

Mr. Charles Dushkind, Secretary,
Tobacco Merchants' Association,
No. 5 Beekman Street,
New York City.

Dear Sir:

Effective May 14, present rates on tobacco from shipside Havana to New York will be applied from shore Havana.

Goods must be tendered to Ward Line at pier or place to be designated by Ward Line agent at Havana, Ward Line to arrange for necessary lighters.

At this time, we have made no attempt to modify the quotations per package, but instead have adopted the simpler expedient of absorbing the lighterage charges at Havana, which amounts to about a 20 per cent. reduction.

The Cuban Government has refused to order any reduction in the tariff rates of the port until such time as a deflation of labor is brought about. We are, however, absorbing the full tariff rate for lighterage as it exists in the port at the present time, providing Ward Line does lighterage.

Yours very truly,
(Sgd.) Joseph Hodgson,
Vice-President.

The present rates, as we understand are as follows:

Bales:		Packs:		Barrels:	
Freight,	$1.33	Freight,	$1.72	Freight,	$2.34
Lighterage,	.30	Lighterage,	.40	Lighterage,	.70
Total,	$1.63		$2.12		$3.04

In absorbing the lighterage charges, which the Ward Line undertakes to absorb according to the letter quoted, the reductions will amount to the following items:

On bales, 30 cents; on packs, 40 cents, and on barrels, 70 cents.

The General Cigar Company has taken a lease on a store in the new First National Bank Building, Detroit, Mich., from January 1, 1922. The store will have three entrances, one on Woodward Avenue, one on Cadillac Square, and one from the lobby of the building.

TAX-PAID TOBACCO PRODUCTS.

The following comparative data of tax-paid tobacco products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of March, 1921:

Products.	*March, 1920.*	*March, 1921.*
Cigars (large):		
Class A ..... No.	167,420,148	155,633,318
Class B ..... No.	240,533,657	168,066,457
Class C ..... No.	327,338,906	217,194,600
Class D ..... No.	12,066,803	17,527,302
Class E ..... No.	5,880,444	2,922,022
Total	753,239,958	561,343,699
Cigars (small) ..... No.	55,052,100	70,245,500
Cigarettes (large) ..... No.	2,556,183	4,395,915
Cigarettes (small) ..... No.	4,373,778,917	4,470,292,160
Snuff, manufactured .... lbs.	3,705,014	3,267,836
Tobacco, manufactured .. lbs.	38,422,481	32,209,842
Playing cards ..... packs	4,169,070	3,413,583

PORTO RICO FOR NOVEMBER.

Products.	*Nov., 1919.*	*Nov., 1920.*
Cigars (large):		
Class A ..... No.	3,989,375	7,829,025
Class B ..... No.	5,857,475	709,100
Class C ..... No.	7,933,580	4,999,550
Class D ..... No.	100	137,850
Class E ..... No.	.....	200,000
Total	17,780,530	13,875,525
Cigars (small) ..... No.	1,000,000	.....

PORTO RICO FOR DECEMBER.

Products.	*Dec., 1919.*	*Dec., 1920.*
Cigars (large):		
Class A ..... No.	5,558,900	5,692,925
Class B ..... No.	5,830,870	89,300
Class C ..... No.	14,223,500	3,958,050
Class D ..... No.	411,550	106,750
Total	26,024,820	9,847,025
Cigarettes (large) ..... No.	100,000	.....
Cigarettes (small) ..... No.	300,000	.....

PORTO RICO FOR JANUARY.

Products.	*Jan., 1920.*	*Jan., 1921.*
Cigars (large):		
Class A ..... No.	6,442,400	6,308,050
Class B ..... No.	4,168,500	1,234,925
Class C ..... No.	7,353,900	5,259,350
Class D ..... No.	163,000	485,750
Class E ..... No.	.....	7,500
Total	18,127,800	13,295,575
Cigars (small) ..... No.	1,000,000	.....

PHILIPPINE ISLANDS FOR NOVEMBER.

Products.	*Nov., 1919.*	*Nov., 1920.*
Cigars (large):		
Class A ..... No.	23,939,925	11,473,125
Class B ..... No.	4,576,595	4,241,963
Class C ..... No.	1,400,631	1,835,106
Class D ..... No.	.....	14,000
Class E ..... No.	111	2,665
Total	29,917,262	17,566,859
Cigarettes (small) ..... No.	290,630	192,997
Tobacco, manufactured .. lbs.	2	225

PHILIPPINE ISLANDS FOR DECEMBER.

Products.	*Dec., 1919.*	*Dec., 1920.*
Cigars (large):		
Class A ..... No.	17,526,350	7,557,568
Class B ..... No.	4,933,050	1,378,225
Class C ..... No.	1,618,654	1,489,401
Class D ..... No.	550	.....
Class E ..... No.	1,100	25
Total	24,079,704	10,425,219
Cigarettes (large) ..... No.	.....	800
Cigarettes (small) ..... No.	115,040	117,640
Tobacco, manufactured .. lbs.	.....	170

PHILIPPINE ISLANDS FOR JANUARY.

Products.	*Jan., 1920.*	*Jan., 1921.*
Cigars (large):		
Class A ..... No.	14,984,620	3,962,005
Class B ..... No.	4,874,407	1,142,560
Class C ..... No.	1,924,006	301,054
Class D ..... No.	50	1,075
Total	21,783,083	5,407,094
Cigarettes (large) ..... No.	.....	100
Cigarettes (small) ..... No.	562,340	115,710
Tobacco, manufactured .. lbs.	.....	159

CIGARETTE PAPER MONOPOLY IN GREECE

Consul General W. L. Lowrie at Athens, Greece, in "Commerce Reports" on May 4, discusses the cigarette paper monopoly as follows:

This monopoly was introduced into Old Greece by the law of April 29, 1883, and was extended to the new Provinces by a law enacted in 1919. The paper is imported from foreign countries by the government and is distributed through the interior from the offices of the Frères Aspiotis, of Corfu, for Old Greece, and through the Société Carasso et Compagnie, of Saloniki, for the new Provinces. Whoever provides tobacco for the manufacturers of the country is obliged, under the new law, to provide at the same time cigarette paper in the proportion of 800 sheets per kilo of tobacco, and at the price of two drachmæ, in place of the 1040 sheets for each oke (2.82 pounds), as stipulated by the former law. The proceeds from the cigarette paper monopoly during the five years 1915-1919 were as follows: 1915, 1,981,590 drachmæ; 1916, 3,303,999 drachmæ; 1917, 3,191,780 drachmæ; 1918, 3,635,379 drachmæ; 1919, 5,887,507 drachmæ. (The par of exchange of the drachma is 19.3 cents; there are 100 lepta to the drachma.)

YORK CO. CIGAR MFRS. ASSOCIATION

The York County Cigar Manufacturers' Association met in the council chambers on May 9, at Red Lion, Pa.

Matters of importance were discussed and many manufacturers reported that they are receiving orders right along and business in general seems to be getting better. The manufacturers also state that they are using the best quality of tobacco they are able to obtain in the manufacturing of their cigars and the workmanship is again up to the standard.

The trustees of the Leaf Tobacco Board of Trade of the City of New York have called a special meeting on May 24, to instruct delegates and alternates to the convention of the National Cigar Leaf Tobacco Association at Hartford, Conn., June 6 and 7.

The Tariff Bill

By CLARENCE L. LINZ.

BY a vote of 63 to 28 the Senate passed the so-called Farmers' Emergency tariff measure on May 11, adopting without change the provisions of the House bill providing a protective tariff on tobacco. The purely tariff provisions of the bill were adopted without amendment so that there will be no controversy over them in the conference.

Immediately following the passage of the bill, Vice-President Coolidge named the five senators who will serve as conferees on behalf of the Senate and later the Speaker of the House appointed the five conferees that will represent the lower body. These ten men will endeavor to adjust the differences that have arisen between the Senate and House due to the changes in verbiage made by the former.

The new tobacco tariffs are as follows: "Tobacco, wrapper and filler, $2.35 per pound; if stemmed, $3 per pound; filler, unstemmed, not especially provided for, 35 cents per pound; if stemmed, 50 cents per pound."

The Senators refrained from comment on these provisions while the bill was being debated.

The bill contains a provision to safeguard American production against the dumping of foreign goods on our markets and a further provision for the assessment of ad velorem duties on a new basis. Title III of the bill as adopted by the Senate substitutes for the proviso contained in the House bill dealing with depreciated currency, a provision requiring the assessment of ad valorem duties upon the basis of the foreign home market value or the export value, whichever is higher. At the present time ad valorem duties are assessed upon the basis of the foreign home market value. The effect of the amendment will be to increase the duties collected in the case of all importation of merchandise in which the export value is higher than the foreign home market value. The Senate expressed the belief that there are many such cases.

A number of efforts were made while the bill was before the Senate to amend its provisions, particularly those dealing with dumping. Senator Reed sought to change the section by providing that the anti-dumping provisions should not apply except in the cases of countries enacting similar legislation affecting American commerce.

The emergency tariff law will remain in effect for ten months from the date of its approval by President Harding unless superseded prior to the expiration of the ten months' period by the proposed new permanent tariff law. On May 7 a group of Florida tobacco planters appeared before a sub-committee of the House Ways and Means Committee to urge upon it the need for substantial rates as a protective measure.

The various sub-committees of the Ways and Means Committee have practically completed their deliberations of the various sections of the tariff bill and are preparing to make their report to the full committee. It is believed that this latter action will begin about May 20, and that the new permanent tariff bill will be ready to go before the House for enactment about June 10.

LA MEGA
Clear Havana Cigar
MADE-IN-BOND

LA MEGA is made only in the finer grades.
More than 50 shapes and sizes to select from.
Prices and terms cheerfully furnished upon application.

V. GUERRA, DIAZ & CO.
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La Flor de Portuondo
Established 1869

GENUINE
Juan F. Portuondo
Cuban Hand-Made
CIGARS

The Juan F. Portuondo
Cigar Mfg. Co.
PHILADELPHIA

The Tobacco Industry in Philadelphia

THEY may call tobacco a non-essential, or a luxury, but the growing and manufacture of that most popular weed has become a mighty industry. It is an industry in which both Philadelphia and the Commonwealth of Pennsylvania have immense capital invested.

Tobacco producers and manufacturers in this city and state employ many thousand workers, and millions of money, while they turn out a product that mounts in dollars to many score millions.

Tobacco is the most valuable single product in Lancaster County, whose agricultural output is equalled by only one other county in any state of the Union. And for many years the hundreds of tobacco factories scattered throughout southeastern Pennsylvania have fattened the treasury of the United States with a golden stream of internal revenue taxes.

The white man borrowed tobacco, the most widely used narcotic on earth, from the red Indian, just as he borrowed from that early American the potato, now the most universally used vegetable in the world; and also corn, which is the banner agricultural cereal of the United States.

Companions of Columbus saw the Indians chewing this strange weed. Later the Spaniards in South America and Mexico saw the red men inhaling the smoke of tobacco through a peculiar instrument fastened in both nostrils.

It was from the shape of that original pipe, called by the Indians *tabaco,* that tobacco gets its name.

While a Spaniard carried the first tobacco from America to Europe, it was a French Ambassador to Madrid, named Nicot, who really introduced it. And as a seeming reward for that favor to mankind, the world styled an important property of tobacco nicotine.

Although Ralph Lane was the first Englishman who smoked a pipe, it was the immortal Sir Walter Raleigh who made smoking tobacco popular in England. He called for his pipe shortly before being led to his doom on the scaffold.

Philadelphia began long ago to attain the eminence as a tobacco manufacturing center, which it now enjoys. When Washington was President here, there were already at least twenty factories in the city which made chewing and smoking tobacco and snuff. The cigarette as we have it by billions today, was then practically unknown in the United States.

Fortunes have been made here in the production of all those forms of tobacco—the cigar, chewing and pipe tobacco, snuff and the cigarette.

For example, the firm of Frishmuth, makers of chewing and pipe tobacco, is a member of the famous Centenary Association, which is composed of American industries that have remained in one family for more than 100 years.

And those who are thrilled by the business romances of this country, have not forgotten the story of how the Stephano Brothers, once poor Greek cigarette makers in Walnut Street, finally worked their way up and came into fame and great fortune with a now widely known brand of cigarette called "Rameses."

Conspicuous among all the cigar producers of the world are the Eisenlohrs. It is a fame well earned since they manufacture the "Cinco," of which there are more sold than any other one cigar on earth. The sales of that brand last year exceeded 205,000,000, and it is expected this year to reach 250,000,000.

The amazing success of Otto Eisenlohr & Bros. is not an accident.

The corner-stone of that business was laid upon a solid rock seventy years ago by William Eisenlohr, father of the Eisenlohr brothers of today. He knew how to make a good cigar and when he started out for himself in a one room shop at 137 South Tenth Street, he made it a cardinal trade doctrine to sell none but a standard smoke. Eisenlohr success did not come in a flash but is rather the accumulation of two generations of a strict application of the founder's principles. Make none but a good cigar and it will surely sell itself, if those who smoke it find it retains the uniform quality to which they are accustomed.

How well that plan worked is told in concrete figures. The Eisenlohr business now embraces fourteen tobacco warehouses, sixteen stripping factories and twenty-two cigar factories. The firm employs over 5000 hands. Their factories are placed throughout Eastern Pennsylvania and each one is a standard in its locality.

The Eisenlohr Bros. make but two brands of cigars, "Cinco" and "Henrietta," and although "Cinco" is the largest selling cigar in the United States, still it has been offered to 55 per cent. of the population.

Here is an example of manufacturing principles which is full of interest to all other lines of industry. Making one or two things so well that the public each year buys a larger and larger quantity of them seems simple enough, but where many another failed the Eisenlohrs succeeded because they always refused to digress the smallest degree from the standard of their original product.

Eisenlohrs use about one-quarter of the Wisconsin crop, nearly one-third of the Lancaster crop, and are the third largest importers of Sumatra tobacco.

A unique personal quantity in the large Market Street wareroom of Eisenlohrs is their veteran professional smoker, Mr. Burke. For more than fifty years it has been his daily business to smoke cigars for his firm. He is the official tester who picks out samples from the boxes sent in by the various factories and who sees that the standard quality of tobacco and the correct manner of rolling them are strictly adhered to. He has smoked from ten to thirty cigars a day for over half a century, and now, when fast on seventy, is one of the healthiest specimens of men you could hope to see anywhere. And he smilingly observes, "On Sundays and evenings I smoke pretty much all the time for pleasure."

Full of romance as the story of tobacco has been, there are but few chapters which embrace a tale of livelier interest than the career of Samuel and Benjamin Grabosky.

(Continued on Page 18.)

CLIMAX
PLUG TOBACCO
THE GRAND OLD CHEW

To the Retailer:

The convenient 10¢ vest pocket tin will make many sales for you if kept displayed on your show case- (1 dozen 10¢ Tins in counter display carton)

Climax in the sanitary vest pocket tin is particularly satisfactory to users of Plug Tobacco who do not wish to carry a large cut of tobacco loose in the pocket.

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WAITT & BOND **BLACKSTONE**
Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND **TOTEM**
Imported Sumatra Wrapper
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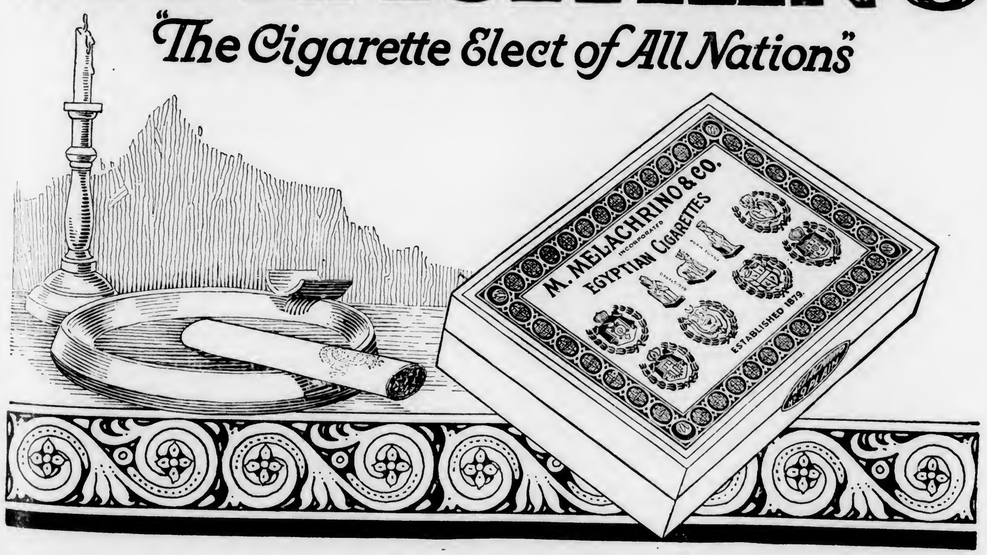

The Tobacco Industry in Philadelphia

(Continued from Page 16.)

Leaving Poland at an early age the Grabosky brothers crossed the Atlantic in the steerage and landing in Philadelphia, without influential friends or capital, they set out on that highway of hard work which has led so many others in other fields to a great reward.

It is a curious thing that Samuel lost the first three jobs he got as a cigarmaker because of his alleged inability to produce a good cigar. Now in one of his own Philadelphia factories he turns out in one day 150,000 cigars of the highest grade, which find a ready market!

But if Samuel Grabosky could not in the beginning roll cigars to please his employer he knew something of vastly more importance. He had an instinct about tobacco which enabled him to judge swiftly and correctly not only qualities, but values.

His judgment about tobacco was so unerringly good, that in a short time he became fairly successful as a tobacco buyer. But that did not satisfy the ambitions of those Polish youths to whom everything short of a real business success was not enough. So the Grabosky Brothers began themselves in the smallest possible way to manufacture cigars.

It was about ten years ago, however, that the real flight of the Graboskys began. At a sale of the effects of a small cigar concern which had failed, the Graboskys paid $10 for a few cigar bands with the trade mark, "El Producto."

Last year an offer running into seven figures was refused for that name! But that is not surprising when it is remembered that eight big factories are kept busy making the ten sizes of "El Producto," with a total output of 75,000,000 cigars.

And that is how a youth whose bosses on three occasions said he could not roll a cigar has proved all of them wrong. But along with Samuel's uncanny knowledge of tobacco, his brother Benjamin's ability as a salesman and producer was exactly the ingredient required to make the "El Producto" success so complete. Oddly enough, the firm's name is the G. H. P. Cigar Company. The G stands for Grabosky, while the H and P as personal factors long since disappeared.

Within a year, the firm moved into its big new factory at Brown and Third Streets. This is said to be the largest single cigar factory in Philadelphia. It is a model plant, constructed by these two men, still quite young, out of a complete knowledge of the requirements of the exacting cigar industry.

You may follow in that tall factory an "El Producto" back to its original state.

Generally speaking there are three parts to every cigar. The "filler," which is the inside of the cigar, the "binder" which is a strong leaf wrapped around the "filler" to hold it, and then the outside which is called the "wrapper." This last is of a higher quality of tobacco usually and is selected for its peculiar aroma, its color and its elasticity.

"A good cigar," as Kipling sarcastically observed, "is a smoke," but it is a blended smoke. The "El Producto's" fame undoubtedly rests upon two qualities—the blending of several different kinds of tobacco and the good workmanship which creates the cigar.

A large part of the cigarmakers in the "El Producto" plants are girls and women. Each can roll from 800 to 1000 cigars a day and it takes nimble fingers to do that.

There are machines which are used to cut neatly the thick rib out of a tobacco leaf, although many hand workers are also employed by the G. H. P. Company.

Suction machines are also used in rolling the cigar and putting on the wrapper, but even so, the human hand is a vital factor in every cigar, which strongly contrasts with the cigarette, where machines unaided turn out the rolls faster than you can count them.

Cuban tobacco used in great quantity by the Grabosky firm, comes to their warehouses in big barrels. But the "El Producto" "wrapper" is made of better stuff than Cuban.

It is the shade grown leaf from Connecticut. That brand of tobacco is actually grown under the shade of a thin fabric, with the result that it comes out clean, tough, fair colored leaf—an ideal thing for the outside of a first-class cigar, but it is very expensive.

There are many hundreds of different brands of cigars, although the number of the factories is smaller than it was fifteen years ago, in spite of the fact that the output of cigars has increased enormously. In the United States when the war came 140,000 people were employed in more than 12,000 different plants.

Numerous other Philadelphia manufacturers produce cigars of national reputation. Among them are Bayuk Bros., who make the "Philadelphia Hand Made," "Havana Ribbon" and "Mapacuba"; Allen R. Cressman & Sons, makers of "Counsellor"; Roig and Langsdorf, producers of "Girard," and Bobrow Bros., who manufacture the "Bold."

Cigarettes are not so widely made in this city, although in addition to the Stephano plant, there is a huge plant of the Liggett & Myers Tobacco Company located at Third and Ontario Streets, which is given over entirely to the manufacture of cigarettes.

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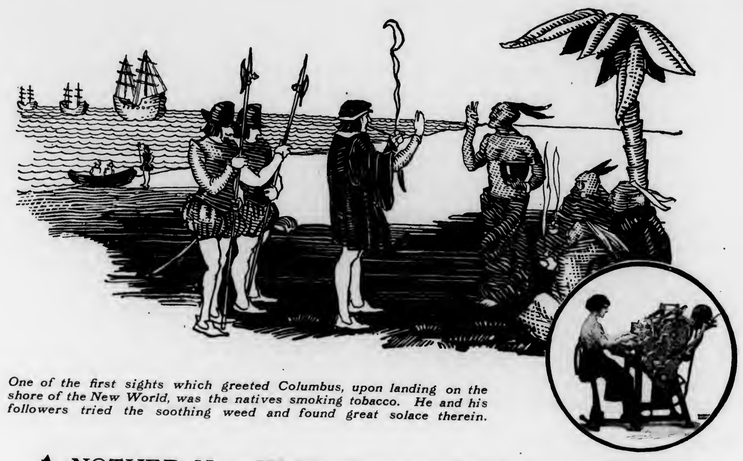
FALL IN BRITISH TOBACCO PRICES

The American Consul's Office in London reports that according to the official (Board of Trade) returns, the quantity of unmanufactured tobacco remaining in bond in the warehouses of the United Kingdom on February 28, 1921, was 336,429,000 pounds, compared with 309,467,000 pounds at same date in 1920, 148,572,000 pounds in 1919, 121,089,000 pounds in 1918, 251,095,000 pounds in 1917, and 208,382,000 pounds in 1913. The large increase in accumulated stocks, compared with the pre-war year, has eventually reacted against the high prices prevailing a year ago and until recently. To quote a Liverpool tobacco firm: "In March there was a sustained demand for dark Kentucky and Virginia tobacco, but little business was done in the latter owing to short supplies of desirable character. Although there was an excellent selection little liquidation of stocks occurred with flue-cured brights or semibrights, either of American or Nyasaland productions, notwithstanding the moderate prices.

INCREASED ACREAGE IN MIAMI VALLEY

While other sections are claiming a probable decrease of acreage in tobacco, the Miami Valley, Ohio farmers will plant from 10 to 20 per cent. more than last year. They claim that they can make more money raising Zimmer Rutch, and seed for 12 and 15 cents a pound, than they can raising corn, wheat and other food crops at present prices.

UNIVERSAL HISTORY OF TOBACCO



One of the first sights which greeted Columbus, upon landing on the shore of the New World, was the natives smoking tobacco. He and his followers tried the soothing weed and found great solace therein.

ANOTHER New World discovery, which has a decided influence upon the tobacco business, is the fact that filler stems may be converted into filler tobacco with the Model F, Universal Tobacco Stem Crushing and Booking Machine.

Increase Your Filler Tobacco Yield from 15% to 25%

In hand stripping 100 pounds of filler tobacco, from 15 to 25 pounds is lost in stems and "scrap." This waste costs you just as much per pound as the rest of the tobacco which you actually convert into cigars. Why should you waste it?

The Model F Universal Tobacco Stem Crushing and Booking Machine crushes (not corrugates) the stem to the same thinness as the leaf, removing the gum moisture, and delivers the entire leaf (stem included) ready to be "worked."

Cigars made with Model F stem-crushed tobacco smoke perfectly. In taste and aroma, these cigars are just the same as those made of "stripped" tobacco.

Cigar manufacturers are now turning their filler stem waste into cigar profits with the Model F Universal Machine. This saving affords them from 15% to 25% margin on their filler tobacco.

Full Information on Request. Write Now.

UNIVERSAL TOBACCO MACHINE COMPANY

116 West 32nd Street, New York, U. S. A.
Factory: Newark, N. J., U. S. A.

UNIVERSAL TOBACCO MACHINE COMPANY OF CANADA, LTD.
108 St. Nicholas Building, Montreal, Canada

The Model C 3 Wrapper Register

The Model C 3 Universal Cigar Wrapper Register counts and registers one, two and three-cut wrappers in pads of fifty cuts.

BOOST
"Havana Ribbon"

You'll be glad you did. So will the men who buy 'em. They've been making friends for 25 years and now they're going stronger than ever. The new "Havana Ribbon" package teems with class. Put it where it will catch the smoker's eye.

BAYUK BROS., INC.

Originators of the
BAYUK INIMITABLE BLEND and
BAYUK INCOMPARABLE BRANDS
Philadelphia

SAN MARTIN & LEON COMPANY
TAMPA, FLORIDA

Manufacturers of
HIGH-GRADE MILD HAVANA CIGARS

Under their Brands:

"SAN MARTIN y LEON"
"HOYO DE CUBA"
and
"EL BRICHE"

Leaf Market Jottings

(Continued from Page 10)

In the Connecticut Valley, indications are that there will be increases of acreage both in broadleaf and shade, and an increased planting of "round tip," which is a cross between broadleaf and Sumatra, and is a very hardy and vigorous plant and has met with a very ready acceptance and favor with the cigar trade. It is also said to produce a larger yield per acre than other varieties.

Reports from all parts of the valley are that the tobacco plants are doing well and only need a warm spell to make many of them ready for transplanting. Shadegrowers are covering their fields, and if conditions continue favorable, many of the fields will be set by the 1st of June.

***

In Kentucky the plant situation appears to be fairly favorable. Reports from Augusta, Flemingsburg and Lexington all say that the plants are looking well, but are stunted on account of the cold weather. Some wild fire symptoms have appeared at Lexington, but not enough to cause any serious alarm.

Concerning the general situation in the State at large County Agent W. R. Gabbert, at Lexington says in part that the tobacco crop acreage has been cut about 25 per cent., but that is should have been cut at least 50 per cent. While no estimate can be made with any degree of certaintly on market prices, it is likely that prices will be unsatisfactory because of overproduction.

Mr. Gabbert says: "There is no way that better prices may be obtained save the curtailment of production and better quality of leaf, and the curtailment should be systematic over a period of years long enough to permit of getting rid of the surplus that manufacturers now have on hand, which I believe is about a three years' supply."

Sales of Dark tobacco for the season at Owensboro amounted to a total of 25,167,135 pounds, at an average of $8.24. The total of Burley was 1,757,555 pounds, for an average of $7.25. At Hopkinsville total sales for the season are 17,931,865 pounds, at an average of $10.29 per hundred pounds.

Official quotations of the Louisville Leaf Tobacco Exchange are as follows: 1919 crop, Dark Red Burley: Trash, $4 to 7; lugs, $10 to $22. Common leaf, $12 and $15; medium, $25; good, $35; fine and selections, $40 and $45.

1919 Bright Red Burley: Trash, $6 to $10; lugs, $14 to $25. Common leaf, $20 and $22; medium, $28; good, $42; fine and selections, $55 and $60.

1919 Colory: Trash, $8 to $12; lugs, $17 to $40. Common leaf, $22 and $28; medium, $35; good, $45; fine and selections, $60 and $65.

1920 Dark Red Burley: Trash, $3 to $4; lugs, $6 to $11. Common leaf, $4 to $8; medium, $11; good, $25; fine and selections, $25 and $35.

1920 Bright Red Burley: Trash, $4 and $5; lugs, $8 to $12. Leaf, common, $8 and $9; medium, $20; good, $30; fine and selections, $30 and $36.

1920 Burley, Colory: Trash, $6 and $8; lugs, $10 to $16. Common leaf, $10 and $12; medium, $25; good, $40; fine and selections, $40 and $55.

C. M. BOARD OF TRADE ELECTION

At a recent meeting of the Cigar Manufacturers Board of Trade at 51 Chambers Street, New York, the following officers were elected: Asa Lemlein, of the E. H. Gato Cigar Co., president; Joseph Monday, of G. Monday & Sons, vice-president; Arthur Werner, of Goodman & Werner, secretary and treasurer. Directors: David S. Sagui, Geo. W. Rich, Samuel Wasserman, Jos. M. Diaz and A. E. Deutsch.

NATIONAL CIGAR LEAF ASSOCIATION CONVENTION

The annual convention of the National Cigar Leaf Tobacco Association will be held at Hartford, Conn., on Monday and Tuesday, June 6 and 7. The local association is planning to give the delegates a hearty reception and entertainment.

At a meeting of the local association the following officers were elected: Fred B. Griffin, president; Ernest Hathaway, vice-president; Hayden R. Lathrop, secretary and treasurer.

The committee appointed to receive the delegates consists of M. J. Gans, chairman of the hotel committee; Ben B. Haas, invitation committee; A. N. Shepard, reception committee; Will S. Fuller, badges; Albert Newfield, entertainment. The banquet will be held on the evening of the 6th Headquarters will be at the Hotel Heublein.

PLAYING CARD MONOPOLY IN GREECE

In "Commerce Reports" on May 4 the American Consul at Athens, Greece, says that the playing card monopoly was established in Greece by the law of March 22, 1884, and in the new Provinces by a royal decree of October 18, 1915. The price of playing cards was fixed by a royal decree of November 12, 1909, at 75 leptae for a pack of 32 cards, one drachma for a pack of 52 cards, and 2.50 drachmæ for fancy cards. By a royal decree dated July 19, 1919, the price was fixed respectively at 1.50, 2 and 5 drachmæ. These prices were extended to include the new Provinces by a royal decree of November 13, 1917. This decree was abrogated in 1919, and the prices in the new Provinces were fixed at 1, 2 and 5 drachmæ, respectively. On April 15, 1920, a royal decree fixed the prices as follows: First-class cards, 3 drachmæ; second-class cards, 2 drachmæ; third-class cards, 6 drachmæ.

The proceeds from the playing card monopoly during the five years 1915-1919 have been as follows: 1915, 450,428 drachmæ; 1916, 799,647 drachmæ; 1917, 604,525 drachmæ; 1918, 525,195 drachmæ; 1919, 840,288 drachmæ. (The drachma is worth 19.3 cents at par exchange.)

A NEW CIGAR FACTORY IN TAMPA

Eladio Teijeiro, 49 Walker Street, New York, manufacturer of "R. & T." and "Flor de Eladio" cigars, has erected a cigar factory in Ybor City, Tampa, under the firm name of Teijeiro & Garcia. An office and distributing depot will be maintained at the New York address. Jose Garcia, who has been manager of the factory of Corral, Wodiska & Co. for eight years, will be in charge of the Tampa factory, and Mr. Teijeiro will take charge of the New York office.

Cigar Boxes of Quality

Must be made from

Spanish Cedar

Emery

Cigar Box Lumber IS Spanish Cedar of QUALITY

Emery Standard and Uniform Grades Save Waste and Increase Production

The Geo. D. Emery Co.

IMPORTERS OF

Fine Spanish Cedar Logs and Manufacturers of Highest Grade Cedar Cigar Box Lumber and Veneers

25th Street and Eleventh Ave.
New York City

Philippine Notes

The Philippine National Bank, which has been financing a number of the sugar centrals in the southern islands of the Philippines, has under consideration the establishment of a supervisory organization designed to take the initiative in marketing and storing the sugar output of those centrals, as well as the purchase of their supplies. By centralizing supervision the bank officials expect to introduce more efficiency in operation and a great improvement in marketing conditions. Co-operation in the purchase of supplies for the centrals is calculated to result in marked economies.

The services of fifty more American teachers for the coming shool year in the Philippines, which begins in June, will be secured by the Philippine Educational Agent in the United States, following instructions received from the Department of Public Instruction of the Insular Government. Entrance salaries for the prospective teachers have been fixed at $1400, $1500 and $1700 per annum, instead of $1200, as in previous years. The practice of employing American teachers in the public schools of the Philippines is in line with the policy of perfecting the English language there and making it the official language of the country.

Estimates on income tax in the Philippines for the year 1920 place the aggregate collections at double the total for 1919. It is probable that the figures will be over $1,000,000. Individual returns so far reported show a total of over $800,000, while the corporation returns amounted to $534,247. In view of the necessity of requiring more persons to pay the income tax, the plan is being considered of reducing the exemption sum of $2000 to $1000 for unmarried persons and $3000 to $1500 for married individuals.

The Philippine Government has formally accepted the invitations to the fifth international fair, to be held in London next summer. Various tropical products of the Philippines as well as exhibits of insular industries, have already been prepared and shipped to the English capital, where they will be placed on display by official trade representatives of the Government.

It is also very probable that the Philippines will send representatives to the Press Congress of the World, to be held at Honolulu on October 4-14, in response to invitation extended by Dean Walter Williams, of the School of Journalism, University of Missouri.

Three new permits for the lease of oil lands all in the municipality of San Narciso, in the province of Tayabas, the premier cocoanut-growing section of the Philippines, have been signed by the Secretary of Agriculture and Natural Resources. The leases were 390 hectares, 100 hectares, and 699 hectares in area. Among the conditions of the lease is that the lessee must bore a well within one year after the granting of the permits, although this period may be extended if necessary. Speculative purposes on the lands would mean the cancellation of the leases.

The Secretary of Agriculture and Natural Resources of the Philippine Government has just approved five oil leases, all applied for by the Mindanao Oil Company. Four of the concessions are 1200 hectares each in area, and the fifth is 700 hectares. They are all located in Cotabato, one of the fertile regions of the Island of Mindanao. The lease is to run for a period for five years to be renewable for a like period upon its expiration.

Recent improvements introduced in the naval wireless telegraph station at Cavite now enable the transmission of radio messages from the Philippines to San Francisco without relay. A large increase in electrical power and the construction of telegraph lines between Cavite and Los Banos are responsible for this direct trans-Pacific wireless service, covering some 7000 miles of extent.

It used to be that dispatches from the Islands to points in the United States were copied at Honolulu, and from there relayed to the mainland. This meant unnecessary delay in transmission. The new improvements will treble the capacity of the naval radio service to and from the Philippines.

The naval radio stations at Cavite and Los Banos are handling a daily total of approximately 12,000 words. The service covers all of the Navy and Army business, some of the Insular Government's messages, the Associated Press's dispatches amounting to 1000 words a day, aside of other press matter, and a considerable volume of commercial business.

GERMAN TOBACCO IMPORTS.

In the following report of the special representative of the Department of Commerce at Berlin, in "Commerce Reports," March 17, a kilo is represented by 2.2 pounds avoirdupois.

The Statistische Reichsamt (Federal Bureau of Statistics) has recently released figures on the importation of tobacco, cigars, and cigarettes into Germany during the second quarter of 1920.

The total amount of leaf tobacco imported during the period was 19,872,500 kilos with a value of 828,008,000 marks as compared with the total of 16,782,600 kilos and 789,970,000 marks for the preceding quarter. The principal sources of the imports of leaf tobacco for these two quarters were, in kilos: Dutch East Indies, 7,670,000; United States, 2,640,000; Turkey, 1,600,000; Brazil, 1,170,000; Santo Domingo, 1,190,000.

Germany's cigar imports for the second quarter of 1920 reached a total of 32,700 kilos, with a value of 8,050,000 marks. During the preceding quarter 21,200 kilos of cigars were imported, the value of which was 2,980,000 marks. The principal importations of cigarettes for the second quarter were 15,200 kilos from the Netherlands, with a value of 5,513,000 marks, and 6,400 kilos from Switzerland, with a value of 583,000 marks. Cigar imports for the preceding quarter were principally from the United States and Switzerland.

A total of 354,200 kilos of cigarettes were imported during the second quarter, valued at 64.264,000 marks. Of this total, 120,000 kilos, worth 19,877,000 marks, came from England and 172,300 kilos, worth 35,065,000 marks from the United States. During the first quarter the cigarette imports reached 349,500 kilos, worth 68,620,000 marks, of which 155,400 kilos, worth 30,590,000 marks, came from England, and 110,000 kilos, worth 20,300,000 marks, from the United States.

The Nickle

Former Vice-President Marshall announced before his retirement that what the country needs is

A 5-Cent Cigar

From the newspaper comment on that statement, it seems the proposition carried by an overwhelming majority

Manila can supply a hand-made, Spanish method, long-filler cigar that shows good profits to jobber and dealer for a nickle retail

Ask the Distributors or the Importers for Brands, Sizes and Prices

List of Importers and Distributors on Application

MANILA AD. AGENCY

C. A. BOND, Manager Telephone JOHN 1428

172 FRONT STREET, NEW YORK

"This is the Life Cigarettes"

The delicious Burley Blend makes them mellow and mild—and Oh! but you'll learn to love the taste of Chocolate
FRAGRANT
DELICIOUS
Life
CIGARETTES

EXCLUSIVE PROCESS
....UNION MADE....
Patterson Bros. Tobacco Co., Tr.
RICHMOND, VIRGINIA
IF YOUR DEALER DOES NOT HANDLE THEM, WRITE US

HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
122 Second Avenue New York City

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla. New York Office: 203 W. Broadway

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
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ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

CIGARETTES AND CIGARS IN ARGENTINE

There are reported to be sixty factories in Argentina making cigarettes, but, as is stated in the annual report of the Bureau of Internal Revenue, in this figure are included small establishments having only one machine and also those working entirely by hand.

The 1918 production of cigarettes amounted to 417,458,044 packages, usually containing fourteen cigarettes each, while the number of cigars elaborated reached approximately 360,000,000. This production was an increase of 47,000,000 packages of cigarettes and 34,000,000 cigars over 1917. The principal native cigars are of the double-ended Italian or Toscani type.

Domestic cigars do not satisfy so large a part of the local demand as do the cigarettes, for the number of cigars of all classes imported was nearly 57,000,000 in 1918, whereas only 1,215,000 packages of cigarettes were brought in during the same year.

The tobacco entering into these products in 1918 was divided between that grown in the country and that imported, in the quantity of 5776 tons of the former and 8200 tons of the latter. The imports paying internal tax in that same year were distributed as follows: 1083 tons from Habana, 1074 tons from Paraguay, 2754 tons from Brazil, 1198 tons from the United States, and some 15 tons of Egyptian, Turkish, and miscellaneous types.

The rolls of paper for the automatic cigarette-forming machines come almost exclusively from France, as it is claimed by the principal users that the grades supplied by certain French factories are superior to any others for the kind of cigarettes which they make, and they have no desire to change or make experiments with other kinds. The tubes for hand-made cigarettes are very largely from England. They come in several sizes, both with and without tips and with and without printing or monograms.

A HISTORIC TOBACCO WAREHOUSE

The Todd Tobacco Warehouse, Seventh and Main Streets, Louisville, Ky., was turned into an ordnance depot by the United States Government early in the Civil War. It was so used until the close of the war. Troops were equipped with guns, belts, ammunition and swords. At one time 70,000 troops under Maj. Gen. Don Carlos Buell moving out of Louisville on the roads leading east, southeast and south, drew equipment at the Todd depot. That was in September, 1862.

Elisha Applegate was a tobacco inspector at the Todd Warehouse. He is said to be the first white child born in Jefferson County outside of a fort and without the limits of a city. He was born in 1774 near the Taylorsville Road.

Mr. Applegate was one of the first men to conceive the idea of selling hogsheads of tobacco by sample. He lived to see the work he had started spread over the world and to see Louisville become the greatest tobacco market known.—"Louisville Courier-Journal."

Jacob Costen & Co., cigar manufacturers of Caguas, Porto Rico, have placed their line of Porto Rico cigars with Sidney J. Freeman & Sons, 123 Liberty Street, New York City.

In Austria the Ministry of Finance has decreed that tobacco may be grown on a small scale in private gardens for personal use. Sale of or traffic in tobacco grown in this manner is punishable by law.

Notes and Comment

Gans Bros., manufacturers of "La Muna" cigars, have removed from 417 East Seventy-sixth Street to 437 East Seventy-seventh Street, New York City.

H. R. Daniels, cigar jobber, has moved his office from 14 Beekman Street to 234 West Twenty-seventh Street, between Seventh and Eighth Avenues.

The Symons-Kraussman Co., manufacturers of "Flor de Baltimore" cigars, at 315 East 103d Street, have abandoned cigar manufacturing in New York, and will move the factory to Los Angeles, California. The company has a large business on the coast.

Commercial Attaché Alfred P. Dennis has cabled from London, under date of April 25, 1921, that the British budget presented to Parliament April 25 provides for the removal of the 50 per cent. surtax on cigars, so that the duty is now only 15 shillings, 7 pence per pound.

The 1920 tobacco crop of the Union of South Africa is estimated at 8,897,200 pounds. The 1918 crop was 14,931,153 pounds, and for 1919 it was 14,182,029 pounds. The Transvaal produces approximately half of the Union's crop, followed by the Cape with about a third.

One of the chief imports in China today is the cigarette, asserts the "China Press," and though the most prominent importer in this connection is a British-American company, that company is followed closely a Sino-Japanese concern, while three big all-Japanese companies are in the field. The annual import from Japan alone is estimated at three trillion cigarettes.

It is estimated that the Canadian tobacco crop for 1920 was the largest on record in the Dominion, approximating 50,000,000 pounds valued at about $13,000,000. The high protective tariff on manufactured tobacco, it is said, is responsible principally for the gradual extension of tobacco growing, which is confirmed mainly to Quebec and Ontario. However, certain districts in Alberta and British Columbia have been found suitable for the cultivation of the tobacco plant, and it is expected that these sections may later be depended upon for a supply of the commercial leaf.

We congratulate "The United States Tobacco Journal" upon its removal into new building at 146 Water Street, New York City. The building is a lasting tribute to the energy of the managers and editors of the journal, which has grown very wonderfully from a very modest beginning to an established and influential position in the tobacco trade.

A project which has received the hearty indorsement of the Manila Cigar Importers' Association is the shipment of Manila cigars to the United States in compartments maintained at a temperature of 60 degrees. It has been found that the temperature in the hold of a vessel crossing the Pacific ranged from 100 to 120 degrees Fahrenheit, which has frequently had an unfavorable effect on the closely packed cigars.

F. LOZANO, SON & CO.
HAVANA CIGARS
TRADE MARK

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FLOR DE NARVEZ
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SAN FELICE
FOR GENTLEMEN OF GOOD TASTE

The National Choice For a Quarter of a Century
NOW BANDED
The Diesel-Wemmer Co.
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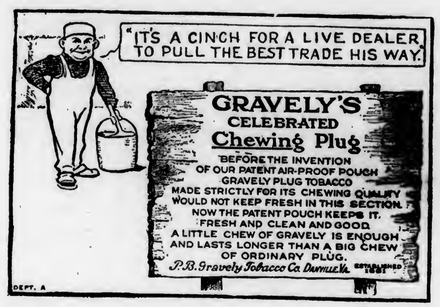
"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD.
A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P.B. Gravely Tobacco Co. Danville, Va.
ESTABLISHED 1787
DEPT. A

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.
Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made fo every ten (10) additional titles necessarily reported.
made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

JOSIL:—42,096. For cigars. March 1, 1921. Silberman & Gast, Chester, Pa.
JOHN C. HERMAN & CO'S 1864:—42,099. For cigars. April 25, 1921. John C. Herman & Co., Harrisburg, Pa.
JOHN C. HERMAN & CO'S BUENO:—42,100. For cigars. April 25, 1921. John C. Herman & Co., Harrisburg, Pa. (Claimed to have been in actual use for a great many years.)
DIAZ RALPH:—42,101. For cigars. April 14, 1921. Jose Diaz & Co., Tampa, Fla.
GEORGE HUNT:—42,102. For cigars. April 12, 1921. Richmond Cigar Co., C. H. Smeltzer, Prop., Bittersville, Pa.
NIBLICK:—42,111. For little cigars. April 12, 1921. J. Eugene Beck, Pittsburgh, Pa.

TRANSFERS

ELITE:—(Tobacco Journal), and **3402** (Patent Office). For cigars. Registered July 10, 1883 and July 31, 1883, respectively, by Grommes & Ullrich, Chicago, Ill. Transferred to Spector Bros., Chicago, Ill., February 21, 1921, and re-transferred to Albert Sims, Chicago, Ill., February 21, 1921.
EL PROVEDO:—15,102 (Trade-Mark Record). For cigars. Registered June 21, 1895, by C. C. Rosenberg & Co., Phila., Pa. Transferred to Morris D. Neumann & Co., Phila., Pa., April 21, 1921.
CALIFORNIA GENTLEMAN:—42,065 (Tobacco Merchants' Association). For cigars. Registered March 30, 1921, by Leo Hirsch, New York City. Transferred to Jos. Cimino, San Francisco, Cal., April 20, 1921.
GARCIA MASTER:—40,436 (Tobacco Merchants' Association). For cigars. Registered November 24, 1917, by L. G. Widduck, Chicago, Ill. Transferred to Wm. J. Seidenberg Co., Chicago, Ill., January 30, 1920, and re-transferred to Wm. J. Seidenberg Co., of Delaware, April 20, 1921.
ROSALINE:—5135 (Trade-Mark Record). For cigars. Registered June 26, 1888, by Geo. Schlegel, New York City. Transferred to J. Whitelaw & Co., New York City, May 23, 1902, and re-transferred to Adolph Whitelaw, Binghamton, N. Y., April 22, 1921.
LA BUNELLA:—23,608 (Trade-Mark Record). For cigars. Registered November 27, 1900, by J. Whitelaw & Co., New York City. Transferred to Adolph Whitelaw, Binghamton, N. Y., April 22, 1921.
BLACK JUAN:—27,169 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered August 4, 1902, by Heywood, Strasser Litho. Co., New York City. Transferred to Jonas Whitelaw & Co., New York City, June 6, 1904, and re-transferred to Adolph Whitelaw, Binghamton, N. Y., April 22, 1921.
THREE NINETY THREE (393):—25,697 (Tobacco Leaf). For cigars. Registered June 25, 1903, by Eagle Cigar Co., Alex Rosenstein, Prop., New York City. Transferred to Sidney J. Freeman & Sons, New York City, April 27, 1921.
LA GUSTA:—26,766 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered May 9, 1902, by Walter M. Friedenberg, New York City. By various transfers acquired by Alex Rosenstein, and re-transferred to Sidney J. Freeman & Sons, New York City, April 27, 1921.
B & O:—30,520 (Tobacco World). For cigars, cheroots and stogies. Registered November 5, 1914, by Fogle & Long, Berlin, Pa. Transferred to Opperman Cigar Co., Louis H. Opperman, Prop., Johnstown, Pa., April 29, 1921.
DON X:—41,875 (Tobacco Merchants' Association). For all tobacco products. Registered September 28, 1920, by American Litho. Co., New York City. Transferred to Edmond B. Quinby, Tampa, Fla., October 25, 1920.
SOLDIER MAID:—40,963 (Tobacco Merchants' Association). For all tobacco products. Registered February 1, 1919, by Soldiers & Sailors Cigar Factory, Phila., Pa. Transferred to Magen Bros., Phila., Pa., February 2, 1920.
SAILOR MAID:—40,964 (Tobacco Merchants' Association. For all tobacco products. Registered February 1, 1919, by Soldiers & Sailors Cigar Factory, Phila., Pa. Transferred to Magen Bros., Phila., Pa., February 2, 1920.

LEAF TOBACCO ON HAND APRIL 1

According to the Bureau of the Census of the Department of Commerce, the amount of leaf tobacco held on April 1, 1921, by manufacturers and dealers includes 1,372,241,606 pounds, for which the "Marked weight" was reported (*i. e.*, weight at time it was packed or baled), and 446,539,662 pounds for which the "Actual weight" was reported. The corresponding amounts included for 1920, were 1,144,110,690 and 446,513,954 pounds, respectively; for January 1, 1920, 1,083,419,188 and 363,495,281 pounds, respectively, and for October 1, 1920, 882,564,836 and 388,959,794 pounds, respectively. Allowance should be made for shrinkage on the amounts for which "Marked weight" was reported, in order to ascertain the actual weight.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

LA PREFERENCIA. CIGAR
A SUCCESS BASED ON PERMANENT QUALITY

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 31ST STREET
BROOKLYN, N.Y.
HIGH GRADE CIGAR LABELS AND BANDS
170 WEST RANDOLPH ST., CHICAGO, ILL.
723 BRYANT STREET, SAN FRANCISCO, CAL.

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L. MANAGER
PASBACH-VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
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Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
Cigar Labels, Bands and Trimmings of Highest Quality

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Grattot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

High Grade Cigar Labels
WE have just purchased the entire stock of the exceptionally fine line of Labels formerly lithographed and carried by Louis E. Neumann & Co. This complete line, together with our own and those formerly made by Krueger & Braun, is now being offered at exceptionally low prices to close them out. Editions run from 2000 sets upwards. **Good opportunity to obtain a private label in small lots.**
SAMPLES FURNISHED ON APPLICATION
Wm. Steiner Sons & Co.
257 to 265 West 17th St. New York City

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22nd St. and Second Ave., NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET, LOUIS G. CAVA, Mgr.

SHADEGROWN

Connecticut, Florida

and

Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

131-133 Water St., New York City

VOLUME 41 NO. 11

The TOBACCO WORLD

JUNE 1, 1921

LIBRARY RECEIVED U.S. Department of Agriculture

Five Points Which Should Appeal to Every Cigar Manufacturer

No. 1
THE WOLVERINE BUNCH BREAKER saves 35% to 40% of the binders. Where in hand work more than one binder is usually used, this machine requires but one. It is a strictly SINGLE BINDER MACHINE even on the most tender leaf.

No. 2
By actual performance it has been shown that production with the aid of these machines has increased 40%. And the same quality of workmanship has always been maintained. There is no limit to its production capacity.

WOLVERINE BUNCH BREAKER
No specially designed bunch breaker's table required; Simply screws down to any table

No. 3
The simplicity of operation makes it easy for inexperienced girls to operate them. When once adjusted it automatically warns the operator of the use of too much or too little filler. This eliminates "choakers" and too loosely rolled bunches. It always makes a uniform spongy free-drawing bunch. No twisted fillers.

No. 4
Makes any style or shaped cigar. For PERFECTO shapes a specially designed roller is furnished. Open or closed head work obtained with perfect satisfaction.

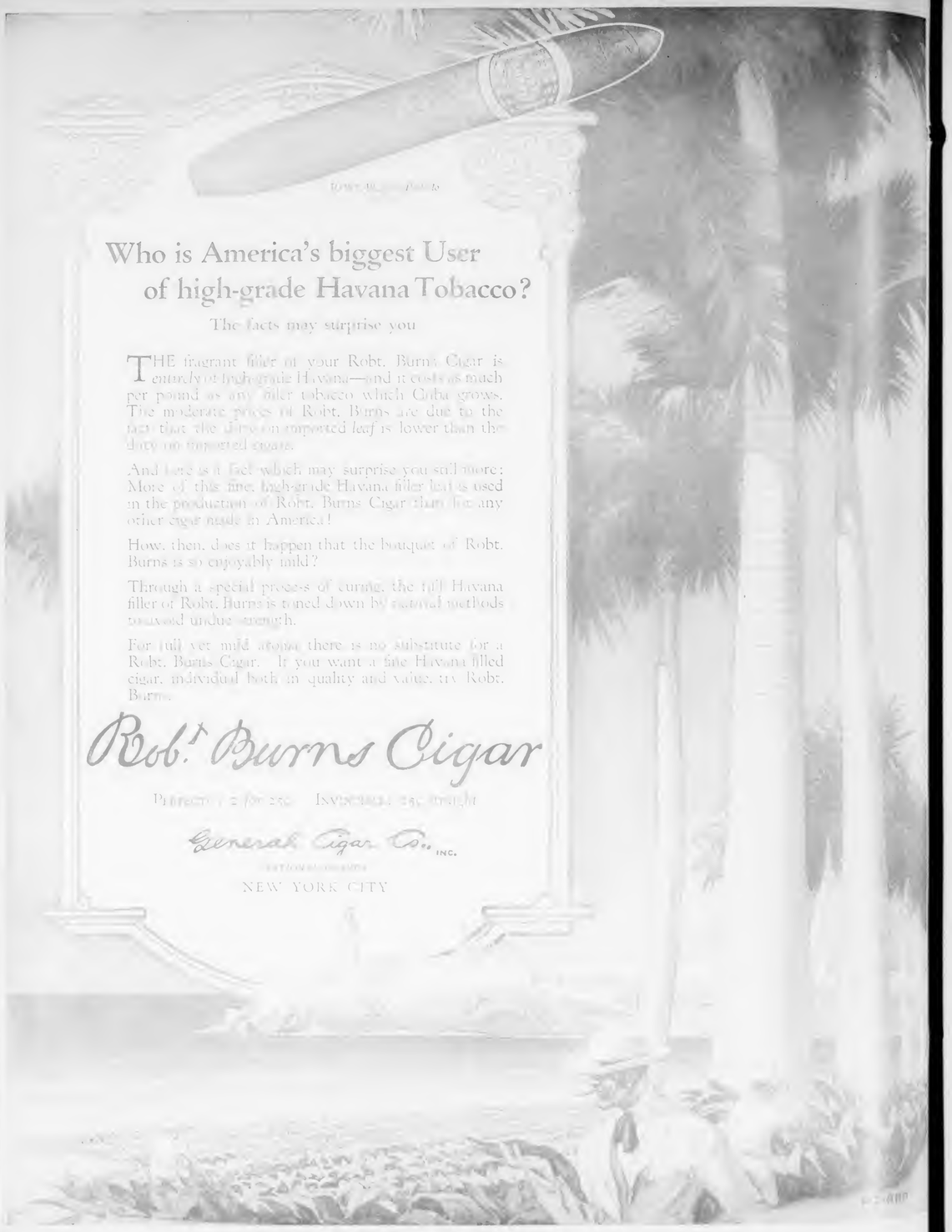
No. 5
OUR THIRTY DAYS' TRIAL enables you to prove for yourself all of the foregoing features. Shipped to you by prepaid express or parcels post without a cent of cost to you. No obligation on your part except to try it.

WRITE FOR ONE TODAY

PULTE-KORRECK MACHINE CO.

Manufacturerf of
Wolverine Bunch Breakers and Wolverine Cigar Packers for Boxes and Round Tins.

GRAND RAPIDS
MICHIGAN


Who is America's biggest User of high-grade Havana Tobacco?
The facts may surprise you
THE fragrant filler of your Robt. Burns Cigar is entirely of high-grade Havana—and it costs as much per pound as any filler tobacco which Cuba grows. The moderate prices of Robt. Burns are due to the fact that the duty on imported leaf is lower than the duty on imported cigars.
And here is a fact which may surprise you still more: More of this fine, high-grade Havana filler leaf is used in the production of Robt. Burns Cigar than for any other cigar made in America!
How, then, does it happen that the bouquet of Robt. Burns is so enjoyably mild?
Through a special process of curing, the full Havana filler of Robt. Burns is toned down by natural methods to avoid undue strength.
For full yet mild aroma, there is no substitute for a Robt. Burns Cigar. If you want a fine Havana filled cigar, individual both in quality and value, try Robt. Burns.
Robt. Burns Cigar
PERFECTO 2 for 25c INVINCIBLE 10c straight
General Cigar Co., INC.
NEW YORK CITY

CHANCELLOR Cigar

For years distinguished by its excellence
The Acknowledged Leader
Among Mild Sumatra-wrapped Havana Cigars

SAN MARTIN & LEON COMPANY

TAMPA, FLORIDA

Manufacturers of

HIGH-GRADE MILD HAVANA CIGARS

Under their Brands:

"SAN MARTIN y LEON"
"HOYO DE CUBA"
and
"EL BRICHE"

TOPIC

HAVANA CIGARS

10c. Straight, 13c., 2 for 25c
15c. Straight

The first choice among business men and after-dinner smokers, has met with wonderful success wherever placed : : :

Bobrow Brothers
Manufacturers
Philadelphia, Penna.
Makers of the famous "BOLD" cigar

LA PREFERENCIA. CIGAR

A SUCCESS BASED ON PERMANENT QUALITY

STICK TO Cinco - IT'S SAFE

8c.

OTTO EISENLOHR & BROS. INC.
PHILADELPHIA —— EST. 1850

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CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

ANNOUNCEMENT

All our Standard Brands of Eight-cent Cigars will be reduced to Five Cents after May 15, 1921.

All these goods are Long Filler, packed one-twentieth and banded. Goods guaranteed. Jobbers protected as to territory. Samples, prices and territory on request. T. E. Brooks & Co., Red Lion, Pa.

FOR SALE

DOWN THEY COME—We now can supply you with 8-cent quality cigars at 6 cents. Combination Long Filler. Over 30 years' manufacturing experience. Sold only from factory direct. Write at once for price list. Stauffer Bros. Mfg., New Holland, Pa.

SCRAPS FOR SALE—Ohio Scrap filler for sale, clean and sound. Samples and prices submitted on request. C. C. Ehrhart, Versailles, Ohio.

FOR SALE—Old-established cigar manufacturing business with small-established trade and several well-known brands. Located in New York. Excellent opportunity for one or two aggressive young men. Address Box 405, c/o T. W.

FOR SALE—CIGAR LABELS AND BANDS; large and small quantities. Address American Box Supply Co., 383 Monroe Avenue, Detroit, Mich.

GENUINE HAVANA SCRAPS: 45 cents per pound. CONNECTICUT CIGAR SCRAPS: 15 cents per pound. PICADURA SCRAPS: 12 cents per pound. Samples sent on request. J. J. Friedman, 285 Metropolitan Avenue, Brooklyn, N. Y.

WANTED

SALESMAN WANTED—Cigar salesman with a following for high-grade Sumatra-wrapped line for Pennsylvania territory. Commission basis. Address Box 425, care of "Tobacco World."

CIGARS WANTED for jobbing trade in Lancaster County. Small or medium sized cigar manufacturer preferred. Cigars must be reliable and uniform at all times. Address Cash, Box 423, Lititz, Pa.

SALESMAN WANTED—A high class salesman wanted to represent Tampa concern in East and Middle West on strictly commission basis. A splendid opportunity for the right man. Address Box 415, c/o T. W.

CIGAR LABELS WANTED—Will buy small or large quantities of discontinued cigar labels and bands. Send samples with quantities and full particulars. Address Box A-212, care of "Tobacco World."

FACTORY FOR RENT

CIGAR FACTORY FOR RENT—One mile from P. & R. R. R. Station, equipped with elevator, electric light and heat. Will seat 60 hands. Also storage room on first floor. Write or call. Monroe S. Koffel, Almont, Bucks Co., Pa., Sellersville Station.

HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
122 Second Avenue New York City

Corrugated Fibre Shipping Cases

GUARANTEED TO MEET ALL REQUIREMENTS FOR

Freight, Express or Parcel Post

Cheaper Than Wood.

More Quickly Packed.

Take Up Less Space.

Save in Freight and Express Charges.

F. LOZANO, SON & CO.
MANUFACTURERS OF
HAVANA CIGARS
TAMPA, FLA.

Nov. 17, 1920.

Mr. Edward E. Scharff, President,
Scharff-Koken Manufacturing Co.,
Second and Tyler Streets,
St. Louis, Mo.

Dear Sir:

We are pleased to advise you that the lot of corrugated fibre shipping cases recently purchased from you were delivered to us promptly and in good order.

The fibre cases have proven very serviceable and much time is saved in our shipping department by their use. We have not had a single complaint from our customers about breakage or pilfering in transit. This is doubtless due to the compact and well protected package secured by the use of the fibre cases and the improved method of sealing to which the cases are so readily adapted.

You may rest assured that when our supply of containers needs replenishing we will promptly communicate with you.

Very truly yours,

HSF-A

F. LOZANO, SON & CO
H. S. Foley
Treasurer.

Are Sealed to Meet Railroad and Express Regulations.

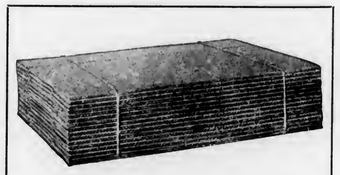
Less Danger of Stealage.

Full Instructions Furnished.

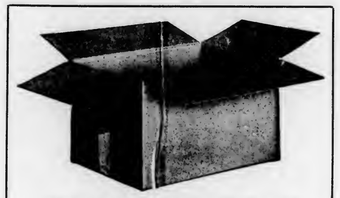
"A Dollar Saved is a Dollar Made"

Write us, stating dimensions—weight of contents—and whether used for Freight, Express or Parcel Post. We will make you very low prices and submit samples to suit your requirements.

There has been a very heavy decline in the market from last year's high prices, and it will pay you to investigate.



CORRUGATED BOXES REACH YOU IN FLAT BUNDLES, LIKE THIS



THEY ARE QUICKLY AND EASILY SET UP, LIKE THIS

SCHARFF-KOKEN MANUFACTURING CO.
ST. LOUIS, MO.

Two National Favorites
HYGIENICALLY-MADE

WAITT & BOND **BLACKSTONE**
Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND **TOTEM**
Imported Sumatra Wrapper
Long Filler

WAITT & BOND, Inc.
NEWARK NEW JERSEY

LA MEGA
Clear Havana Cigar
MADE-IN-BOND

LA MEGA is made only in the finer grades.
More than 50 shapes and sizes to select from.
Prices and terms cheerfully furnished upon application.

V. GUERRA, DIAZ & CO.
TAMPA, FLA.

Sound Porto Rico
stripped and booked is not plentiful but we are in position to offer such tobacco, in various grades, at reasonable figures.

Joseph Mendelsohn, Milton Samuels — V. Presidents
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STERN-MENDELSOHN CO. INC.
HAVANA & PORTO RICO TOBACCO

PACKING HOUSES
HAVANA CUBA
CATANO, PORTO RICO

165 FRONT STREET
NEW YORK

QUALITY - PURITY - UNIFORMITY
TRADE MARK
M.B&Co
REGISTERED
GUARANTEED

Volume 41

THE TOBACCO WORLD

Established 1881

Number 11

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, JUNE 1, 1921 Foreign $3.50

EDITORIAL COMMENT

THE Internal Revenue Department furnished us with the comparative statement of the cigar production for the month of April about May 28 and recorded therein a decline of 115,000,000 cigars over April of 1920. According to the bureau's own figures the cigar production for the first four months of 1921 has declined about 605,000,000 over the same period in 1920.

The annual report of the Commissioner of Internal Revenue for the year 1920 places the production for the calendar year of 1919 at 7,072,000,000. The final figures for the calendar year of 1920 will reach the trade publications about the 10th of December, 1921, if the Bureau of Internal Revenue runs true to form. However, preliminary figures made up from their monthly reports place the 1920 production at 7,470,000,000.

The year 1920 was not a banner year as 1913 figures ran into 7,571,000,000, and 1917 also exceeded the 1920 figures.

Should the same rate of decline continue through 1921 the cigar production for the calendar year will have declined about 1,880,000,000. This will mean that the production for 1921 will not exceed 5,700,000,000, the smallest production in fifteen years and probably longer.

Of course it is highly improbable that this decline will continue at its present rate, but the fact remains that the cigar production figures over a period of fifteen years show little change, varying not more than 500,000,000 at any time and never falling below 6,400,000,000 and never rising above 7,600,000,000.

Let us look at the cigarette. In 1905 there were produced 3,666,000,000, which was then only a little more than half the cigar production. In 1910 it had risen to 8,644,000,000. In 1915 the figures had jumped to 17,964,000,000. In 1920 the estimates based on the Internal Revenue reports indicate a production of 45,600,000,000.

Such a growth is astounding, but a careful survey will show that with this growth the advertising grew along with it. The constantly growing population of the country increased the demand. Then came the war and the cigarette became a companion of almost every fighting man.

Certainly with the growth of the nation a certain amount of increased demand should follow for cigars. Unfortunately the figures indicate no such progress. The cigar production rises to certain heights and then falls back, rises and falls again, and so on through the records of fifteen years.

Cigarettes took a big tumble in January, 1921, when they fell off in production 627,000,000 over January, 1920. But the cigarette came back with an increase of 583,000,000 in February over February of 1920. They increased over March, 1920, 97,000,000 and in April forged ahead again by 45,000,000. So through the decline the cigarette appears to hold its own.

Certainly the leaf tobacco man, the lithographer and the cigar box manufacturer, to say nothing of the jobber and retailer of cigars, are deeply interested in the trend of the cigar business if the cigar manufacturer isn't.

In the first place all the advertising of cigar brands in national magazines would not come anywhere near paying the advertising bills of any one cigarette manufacturer. Otto Eisenlohr & Bros., Inc., General Cigar Co., Inc., and one or two others cover the field of consistent national advertisers in the cigar field. Other equally big producers spend some little money in the tobacco trade papers, some in newspaper advertising, and then leave it to their sales forces to go out and sell the cigars to the jobbers and retailers. Prestige and good will are supposed to finish the job and sell the cigars. This is all very good when there is a consistent effort to build up the prestige and good will with the jobber and retailer, and where some additional effort is put forth to attract the trade of the consumer.

But less and less of that has been done in the past few years. A lot of money has gone into fine homes and automobiles, and no equal proportion into building for the future and holding and increasing the business.

It is, however, well to take into consideration several things which may have some bearing on the rather indifferent fluctuations of the country's cigar production.

In the very first place cigarette advertising has without any question created an enormous consumer demand to the disadvantage of the cigar. It has been doubly effective because there has been no national advertising on cigar brands to offset this competition.

In the second place, the war created thousands of cigarette smokers and in addition made cigarette smokers out of men who formerly smoked cigars. The conditions of war made the cigarette the ideal smoke, and the cigar suffered as a consequence.

In the third place, the prices of cigars are too high in many cases.

Such firms as have made reductions have in many cases secured the greater part of the reductions from their suppliers, and have absorbed very little if any loss themselves. Further the reductions have in only a few cases affected the retail price of the cigar enough to interest the consumer. The retailer gets some little additional profit, which he surely needs at this time.

The cigar manufacturers who have stepped in and taken some losses direct to the business itself, and who are giving tobacco value in the cigars produced, are busy today. They have brought their prices to the consumer to an attractive figure and made it possible for the retailer to still get his fair profit.

It is unfortunate that many cigar manufacturers fail to realize the thousand and one things that have a direct bearing on their business. A complete knowledge of cigar manufacturing conditions does not necessarily mean success, although that was all a man needed in 1920. But in years like 1921 the successful business man must get outside of his office and look around, and he must equip himself to meet the real conditions that mean prosperity or disaster. He must be able to analyze and successfully meet conditions such as exist at present.

One thing is certain, and that is that the cigar manufacturers, together with their allied industries, ought to be able to produce some feasible plan for increasing the sales of cigars and to keep on increasing them. If cigarettes can jump from 3,000,000,000 to 45,000,000,000 in fifteen years, the cigar industry ought to also be increasing in some fair proportion, but it isn't!

It is not altogether a question of reducing the price of the merchandise, it is a question of stimulating the demand for it as well.

On sober thought the cigar manufacturers will find that it isn't altogether "the other fellow's" fault. If they hunt hard enough they will find a whole lot of influential factors under their own roof trees.

After a farmer has tilled the soil for a few years his production diminishes, unless he begins to put back into the soil each year some of the chemicals which the product has taken out in growing.

And no business can long continue prosperous unless there is put back into it some of the earnings in order to create new business. There has been too much taken out of the cigar industry and too little put back.

"EL DALLO" IN "SATURDAY EVENING POST"

Wertheimer Bros., Baltimore, Md., announces that on June 18, 1921, a full page advertisement of "El Dallo" cigar will appear in the "Saturday Evening Post."

By this action Wertheimer Bros. enter the ranks of national advertisers, and will conduct an active campaign.

This advertisement is the first of a series which they propose to put on.

THAT FIFTY PER CENT. CIGAR TAX

Occasional reference has been made in these columns to the 50 per cent. *ad valorem* tax on imported cigars in Britain, and extracts reprinted from the editorial columns of London "Tobacco" on the subject.

The tax has been repealed; and the lesson it taught the English Chancellor is one that should be taught to our own tariff "Experts" at Washington, that is, that an increased tax imposed to raise more revenue frequently brings no less revenue.

In the current issue, the editor of the English magazine writes as follows:

"The same hand that put on the 50 per cent. *ad valorem* tax upon imported cigars has now taken it off. Mr. Austin Chamberlain's last act as the mouthpiece of the Treasury is tardy but welcome. As for being generally popular in the tobacco trade there can be no doubt. Had a referendum to the trade been undertaken, it would have been in favour of a removal of the tax. No trade can indeed look with equanimity upon a measure which stops sales of goods which are in stock; no trade can be indifferent to the cutting off from their counter trade of the most desirable line. The tax as an effort in a small way to make rich men pay was not a success. Had it attained this object it would have been kept on. What has really killed the tax is its inherent inability to raise money. As an example of over-taxation stopping consumption the high *ad valorem* imposition on imported cigars should become a valuable precedent, as an illustration of overdoing differential taxation.

"It may have been thought at first when the tax was enacted that only the importers would suffer. Every tobacconist knows better. Retailers whose shops are in a position to sell a large turnover in cigars have felt the tax to be an imposition directly affecting their prosperity. The public as by a common consent have eschewed cigars as beyond their reach. There are other reasons to-day why cigars are not so largely bought as previously. The chief are that the cigar smoking community largely coincides with that part of the population whose incomes have not risen with the increased costs of living, and who, according to their means, have had to pay an undue proportion of rents, rates and taxes. The fact that this is so should have inclined a sympathetic Chancellor to at least leave such people the opportunity of enjoying a reasonably priced cigar. The extra tax which finally placed the imported cigar beyond the reach of the class which habitually consumed them has proved a failure. Mr. Chamberlain's recantation is the admission of this."

JOHN T. DEE DEAD

The many friends of John T. Dee, for many years associated with the old Theobold & Oppenheim business in this city, died recently at his home in Overbrook. Mr. Dee retired from cigar manufacturing several years ago.

In an official statement, Julius Lichtenstein, president of the American Sumatra Tobacco Company, states that reports of "blue mold" damage to the Florida and Georgia tobacco crop have been grossly misleading and greatly exaggerated. Our judgment in ignoring these reports in previous issues has been fully vindicated.

Business Building

By a trained Business Man and Advertiser
Written especially for
THE TOBACCO WORLD
by A.E.P.

All rights reserved

IF YOU are discouraged read this. If not give it the go-by.

I'm sympathizing with you, old top; for I know what it is to be discouraged; when luck's ag'in you, when you've tried, everything you know of, when you see nothing but trouble ahead and everything has a dark brown taste.

That's the dark side, and though it is said in a few words it means more to you than the words seem to convey.

But I'm going to hand you the same advice that I have handed to myself when destiny had it in for me.

I said: "Fight, you geeser, and fight hard."

And you'll win out. You sure will. Everybody admires a fighter. It is born in the blood of men to like him. Even the twin gods of Fate and Destiny admire a fighter for the pluck that is in him. They look down from high Olympus; they haw-haw with loud laughter that shakes the heavens when they see a little fellow buck up to Hard Luck and get knocked out again and again, only to return each and every time and strike out like a good fellow.

And having tested him, and found him pure gold and all nerve from hair to toenails, they call off the tormentors and send down their good angel named Things-Are-Coming-My-Way. And the good angel lives up to his name; the long lane has a turning; something good begins to happen; luck changes; fortune smiles, and the world is a good place to live in after all.

WONDER whether it would work in a cigar store? I dunno, but pass it on to you to think over and give it a try-out if it seems well.

I refer to the idea of the penny sale. You know of course that a certain drug corporation has such a sale at intervals. During this sale a person goes in and buys an article at the regular price, and then for the sum of one penny he can buy another of the same article.

A soap manufacturer was trying to put a certain brand of soap across. He advertised extensively, and made some sales, but nothing to boast of. He sampled the towns and made still more sales, but the result was a disappointment.

Then he made arrangements with a corporation which controlled a line of drug stores. Under this arrangement a person who bought a bill of twenty-five cents—of any kind of goods—could buy a cake of soap for one cent. And for every twenty-five cents worth of goods he bought he had the privilege of buying this soap at a penny a cake.

The arrangement was highly successful, and at the conclusion of this offer the soap was so well established that it sold freely at the regular price.

Seems to me this idea, with modifications, might be experimented with by various retail dealers in the smoking line; and the Business Building Department would be interested in hearing the result of the experiment.

A CERTAIN manufacturer in another line, realizing the importance of the retail dealer in distributing his product, has organized a method to aid his distributors to the greatest possible extent.

Among other things he does is to give the dealer a printed card containing twenty-five business questions, for the dealer to study and write his answer opposite each question.

The very fact of studying these questions and answering them concentrates the dealer's mind on the important problems he faces, emphasizes their importance, and will lead every thoughtful dealer to improve his business at the weak points as shown by the questions and answers.

It is most interesting to read these twenty-five queries, and I wish I had the space to print them—but I can only give a few:

Do you make special efforts to sell the more profitable goods? Do you take an annual inventory? Have you an up-to-date business and accounting system? Do you know positively what your overhead expense percentage amounts to? Do you know which lines pay best and which pay least? Do you take at least two trade journals and do you read them carefully? Do you unite with your manufacturers in trying to make yourself a large distributor of goods?

I TELL my young men," said the teacher of a business college, "that if they want to be successful they must study and emulate the methods of successful men."

The above was the answer I received when I asked him what was the best recipe he could think of to hand ambitious young men which would aid them in playing a winning hand in the Great Game of Life.

So there you are, Friend Dealer and Friend Clerk! and I hand in his recipe with my endorsement and with the earnest advice that you go to it.

You wouldn't expect to punch Dempsey in the slats and pull down several hundred thousand bones in one evening without the hardest kind of boxing practice, would you? Nor knock harder than Babe Ruth, nor talk more eloquently than Bill Bryan? I wot not!

Well, the business game is now so strenuous that a feller must develop all his powers if he wants to climb the ladder—and it will strengthen his resolution mightily if he will read the lives of the successful ones and note the difficulties they had to overcome, and how they did it.

Read the life of Franklin, Lincoln, Garfield, Edison, and Teddy, the Strenuous. Read about the men of the day in the "American Magazine," in "Forbes," and in the "World's Work."

Don't read these things hastily, but slowly and carefully. Ask yourself frequently what you would have done had you been there, and then compare yourself with the man you are reading about.

LET ME ask an impertinent question. How do you pay your bills?

Are you slow and indifferent on the subject? Do you take your own good time to send in your check? Even though you have the cash on hand do you say "Manana," and turn over and go to sleep until the thirty days are up—and then a little?

If so, you are making a mistake, Friend. You are making a mistake.

A businessman's credit is one of the most precious things in the world. He should guard it as jealously as a soldier his honor or a woman her virtue.

He should, as far as possible, be "A spot cash man." He should make that his business slogan, tell it and tell it often to every man from whom he buys and then live up to it, though it makes him sweat blood.

I am not speaking a good word for your creditors, but for you. Such a policy will re-act on you in a score of ways, and it will help boost you to business success.

"WHAT kind of goods shall I handle?" I heard a cigar dealer question of a traveling salesman the other day.

"Why, handle good goods," he said. "The best."

I want to take a little fall-out with this salesman, though there was a great deal of truth in what he said.

I would suggest that you study your customers and be guided by their tastes and desires.

Don't simply wait upon them and then forget what manner of men they were in their tastes. Talk to them. Question them? Find out exactly what kind, sort and manner of goods they prefer and the price they want to pay. Do this over long periods. In fact, form the habit of doing it as much as possible and with as many customers.

Then from time to time put thought on your observations. Correlate them, generalize on them. Strike an average.

From this study and this thought you will know positively and definitely what sort, kind and price goods to buy, handle and push. And you won't have to ask any salesman, who, at the best, will give you advice based on ignorance of your trade.

This matte rof buying is almost as impotant as the selling. It requires watchfulness, a study and knowledge of human nature, and the flexibility of mind to buy what your customers want, rather than what you like.

It is a great art. It can only be acquired by much study. But it is worth it.

THE T. M. A. TAX PETITION

The following bulletin was issued by the Tobacco Merchants' Association on May 17, 1921:

The T. M. A. has handled some large mails, but it is doubtful if any of them has ever approached the proportions of the tax petitions now pouring in with every mail.

The response is almost overwhelming, and it is keeping a large force busily engaged from morning to night opening and assorting the protests of the great army of the country's consumers.

All in all, over 500,000 petitions were distributed, with space for approximately 12,500,000 signatures. Some idea of just what this entailed may be grasped from the fact that it stretched end on end, the petitions would have covered every foot of ground for 134 miles, while their total weight aggregated 10,000 pounds.

The returns are coming in in proportion. Monday's mail alone is estimated to have continued the names of three-quarters of a million signers at least, and subsequent mails have been equally heavy.

This speaks volumes for the interest the trade has taken in the petition and the general recognition of the importance of the Tax Problem.

Individual dealers throughout the country have done their utmost, and Secretary Dushkind is extremely grateful to those who have co-operated so enthusiastically to make the petition the complete success that it should be. He had hoped to make prompt acknowledgments to those sending in petitions, expressing the thanks of the organization, but the task reached such porportions that, much to his regret, this plan had to be abandoned.

In a statement issued today he said: "The response is simply overwhelming. Where ever one turns it seems to be Petitions, Petitions, and yet more Petitions. I certainly appreciate the effort made by the Retail Men who actually came in contact with the consumers—the men whose signatures were wanted, as well as the splendid co-operation extended by the jobbers—manufacturers—leaf men, growers, and supply houses. Although we have as yet had little opportunity to thoroughly analyze the result, we have proceeded far enough to know that the number of signers has fully come up to our expectations—in fact, on the basis of the returns already in—we regard the petition as an outstanding success."

Reeves, Parvin & Co. have added to their agency for Waitt & Bond the territory including Philadelphia and Camden, pushing "Blackstone" cigar, which already has a large sale in the district.

Happenings at Washington of Trade Interest

(Special from THE TOBACCO WORLD's Washington Bureau.)

Washington, D. C.

WITH no changes in the sections providing for an increased duty on tobacco the emergency tariff bill, brought before Congress on the opening day of the session, has been passed by both the House and the Senate, signed by the President and is now a law.

Under the provisions of this measure wrapper tobacco and filler tobacco when mixed or packed with more than 15 per cent. of wrapper tobacco, and all leaf tobacco the product of two or more countries or dependencies when mixed or packed together, will pay a duty of $2.35 per pound unstemmed and $3 per pound stemmed. Other filler tobacco, not specially provided for above, will pay 35 cents per pound unstemmed and 50 cents per pound stemmed. The duties in the Underwood law were $1.85 and $2.50 per pound on wrapper tobacco, and the same as provided in the emergency bill on filler tobacco.

While the increased duties on wrapper tobacco were provided for the protection of the domestic wrapper-growing industry, it is claimed by growers that the new rates will not be sufficient, and an effort will be made to have another 50 cents per pound added when Congress takes up revision of the permanent tariff law.

The emergency tariff bill was not put through Congress without a fight, many of the Democratic members struggling bitterly against its adoption, and several changes in the administrative sections were made by the Senate and acceded to by the House only after compromises were secured.

The House Ways and Means Committee has made a favorable report on the Longworth joint resolution designed to give immediate effect to rates of duties upon the presentation to the House of the permanent tariff bill now under consideration. The report explains the resolution as follows:

"The effect of this resolution will be to empower the Ways and Means Committee in its discretion to incorporate in the tariff bill now under preparation a clause giving immediate effect to the rates of duties and other provisions contained therein.

"No doubt the coming tariff bill will contain many rates of duty substantially higher than those in the existing laws, and obviously if no such precautions as this are taken so soon as the increases are made public upon the report of the bill to the House, a great flood of importations will come in during the period of discussion of the measure, thereby causing large revenue losses to the Government and serious damage to American industry. This has been the invariable rule during the period that former tariff bills have been under discussion in the House and Senate. Even assuming that this interim period in the case of the coming tariff bill will not exceed the average, that is to say, five months—between the date of the reporting to the House and its final enactment into law—the loss of revenue resulting from the artificially stimulated imports under the rates of existing law will undoubtedly run up into the hundreds of millions of dollars at a time when the Government is in need of revenue as never before, and the resulting damage to American industries will be incalculable. Similar legislation is in force in many countries, and has been for many years, notably in France, Italy, Great Britain, Canada and Australia. It is strongly recommended by the United States Tariff Commission."

The passage of the Longworth joint resolution would materially lessen the ire of the so-called Farmers' Emergency Tariff Law, just passed by Congress, for if granted the power to do so, the Ways and Means Committee would most assuredly want to place the newer rates into effect at once coupled with a sweeping clause to the effect that they would supplant all rates now in law.

The Emergency Tariff Law contains what is said to be a very effective anti-dumping provision. As originally passed by the Senate, the provision was weak and upon the insistence of the House this was remedied by the adoption of an amendment. The latter directs the appraiser to withhold his appraisement report to the collector, and to notify the Secretary of the Treasury as to the importation of merchandise of a class or kind as to which the secretary has not made public a finding and as to which the appraiser has reason to believe or suspect from the invoice or other papers, or from information presented to him, that the purchase price is less, or that the exporters' sales price is less or likely to be less than the foreign market value, or in the absence of such value than the cost of production. This addition to the Senate provision enables the appraiser to whose attention the possibility of dumping may be brought to hold up an importation pending an investigation and finding by the secretary in cases where the secretary has not previously made a finding public.

Another amendment is designed to prevent the establishment of a fictitious market value by other than bona fide sales of merchandise intended for exportation to the United States.

The House at first provided, with respect to the conversion of depreciated currency, that "In the estimation and liquidation of duties upon any imported merchandise the collector of customs, or persons acting as such, shall not in any case estimate the depreciation in currency at more than 66 2/3 per centum." This provision was attacked on the ground that it was unworkable, that it would lead to discrimination, would constitute a violation of our Favored Nation Clauses in treaties with foreign countries, and would give a fictitious value to certain foreign currency for revenue purposes. For instance, the mark of Germany would be considered, for the purpose of levying duty on imported merchandise from that country, as having a value of eight cents.

There was substituted for the above a provision requiring the assessment of *ad valorem* duties upon

the basis of the foreign home market value or the export value, whichever is higher. At the present time *ad valorem* duties are assessed upon the basis of the foreign home market value. The effect of the amendment will be to increase the duties collected in the case of all importation of merchandise in which the export value is higher than the foreign home market value.

Under the existing law and executive orders in the case of imported merchandise the United States consuls in various foreign countries have to certify the value of the currency in which the invoice is made out as of the date of certification. In many cases the consuls fail to make the certification and in such cases it becomes necessary for the importer to pay duty on the gold basis and to ascertain the correct value of the currency, which can only be readjusted in a final reliquidation and is dependent upon the obtaining of a consular certificate.

This frequently results in the assessment of excessive import duties and necessitates a great amount of unnecessary labor on the part of the importer and the treasury officials in making the proper adjustments in order to refund the excess duties so collected. The present system requires the ascertainment of the value of foreign currency thousands of miles away from the port of entry. The ascertainment of the value of foreign currency in the United States, under the provisions of this bill, will be permitted. It is provided that in cases in which the foreign currency varies by five per cent. or more from the value measured by the buying rate in the New York market on the day of exportation, the conversion shall be made at a value measured by such buying rate. The Federal Reserve Bank of New York is authorized to determine the buying rate and the amendment provides that the buying rate shall be the buying rate for cable transfers payable in the foreign currency to be converted. The section requires the Federal Reserve Bank of New York to certify the exchange rates to the Secretary of the Treasury daily and requires the secretary to make such rates public for the use of the collectors and appraising officers in assessing duties.

An increase of $1 per pound on cigar wrapper duty bringing the duty on unstemmed tobacco to $2.85 per pound and on stemmed tobacco to $3.50 per pound, has been asked of Congress by the Connecticut Leaf Tobacco Association through a committee consisting of A. N. Shepard, B. L. Haas and H. R. Lathrop.

Copies of resolutions adopted by the association at its annual meeting in Hartford have been forwarded to members of the House Ways and Means Committee and an effort will be made to have the increase included in the tariff bill which will probably be introduced in the House early in June

"The members of our association purchase a large percentage of all the tobacco grown in the Connecticut Valley," the committee is told, "and on account of the competition from low-grade Sumatra and Java imported tobacco we have been unable to profitably dispose of our sun-grown wrapper. On account of this unfair competition we have been unable to purchase the usual amount, the result being a large percentage of the tobacco grown in the Connecticut Valley is still unsold and in the hands of the producers. The success of our business depends on the success of the Connecticut Valley tobacco grower and his success on ours.

"We have studied the briefs that the New England Tobacco Growers' Association have submitted to the Ways and Means Committee of Congress asking for an increase of one dollar per pound in the duty on cigar wrapper tobacco imported into this country, and we, a unit of the National Leaf Tobacco Association, unanimously endorsed the efforts of the New England Tobacco Growers' Association in their endeavor to have the present rate of duty on cigar wrapper tobacco changed from $1.85 to $2.85 per pound. We believe that their claims are justified and that the Government would receive a greatly increased amount of funds from such a change in the duty."

With Congress seeking new forms of taxation to supplement the decreasing returns from the excess profits and income taxes, many suggestions are being made for additional legislation. One of the latest recommendations (not new but undesirable) is that of Congressman Appleby, of New Jersey, who proposes a tax of two cents on all bank checks and banking paper and two cents on each $100 or fraction thereof on all promissory notes except bank notes issued for circulation. The bill has been referred to the House Ways and Means Committee for its consideration.

Authentic information is now available concerning the procedure to be followed to secure advances from the War Finance Corporation on exports of American goods. A circular has been prepared by the Corporation and copies forwarded to all the Federal Reserve banks for distribution among interested inquirers. This circular outlines in a general way the requirements in connection with applications for advances to American exporters and American banks, bankers and trust companies for the purpose of assisting in the exportation of domestic products. It recites the law under which the Corporation is operating and sets forth the procedure that should be followed in making applications for advances. It also indicates the papers, documents, and other evidence required by the Corporation in connection with advances and includes suggested forms of application.

Preliminary figures showing the total production in all industries in 1919, as compared with 1914, have just been issued by E. F. Hartley, chief statistician for manufactures of the Census Bureau. The report shows that 288,376 factories were listed in 1919, with total products valued at $62,588,905,000, as compared with 275,791 factories with total production of $24,246,435,000 in 1914.

The report shows production of a number of commodities of interest to the tobacco industry, among them the following:

Cigar boxes, 191 establishments with total production of $32,293,000 in 1919, against 238 establishments with production of $8,337,000 in 1914.

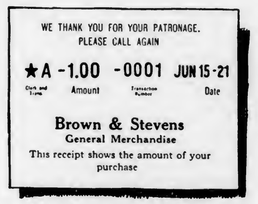
Pipes, 56 establishments with production valued at $11,554,000 in 1919, against 47 establishments with production of $4,220,000 in 1914.

Chewing and smoking tobacco and snuff, 365 establishments with production valued at $238,820,000 in 1919, against 436 establishments with products valued at $175,281,000 in 1914.

Cigars and cigarettes, 9930 establishments with total production of $868,159,000 in 1919, against 13,515 establishments and production of $314,884,000 in 1914.

(Continued on Page 18.)

A receipt printed and issued by a National Cash Register →



The register prints a record of the sale on the receipt. The star shows it was a cash sale. "A" is the clerk's initial. The amount is $1.00. It was the first sale on June 15, 1921. The register also prints an advertisement of the merchant's store on the front and back of the receipt.

Benefits the customer:

The plainly printed figures of the amount on the receipt show that she has not been overcharged. She likes to buy in a store of this kind.

Helps the clerk:

It proves that he registered the right amount. The added and printed records inside the register give the clerk credit for the sale.

Protects the merchant:

He knows that to get the proper amount printed on the receipt, correct added and printed records must be made inside the register.

A National Cash Register is the only machine that prints and issues this kind of a receipt.

We make cash registers for every line of business. Priced $75 and up.

NATIONAL
CASH REGISTER CO.
DAYTON, OHIO.

Talks By The Traveling Man

By Frank Farrington

"WELL, Dick, how's business?" I asked as I pulled out the chair opposite my traveling man friend, Dick Somers, and sat down to the hotel table with him in a small town where we happened to meet.

"Business is good with the fellows who're going after it and it's no good for the fellows who are waiting for it to come to them."

"It's always that way, isn't it?" I responded.

"Sure it's always like that. That's why the cigar dealer doesn't need to pull a long face and go around with a grouch because we've been having a little hard going. There is business enough for the ones who will dig it up, and there never is any business for the others anyway."

"Soup?" asked the waitress.

"Please," said Dick. "You see, in good times or bad——"

"Roast beef, roast lamb or fricaseed veal?"

"Roast beef, well done," Dick told the girl and turned to me again. "No matter what the times in general are like, they are always bad for some fellows, while some fellows always find them good——"

"Tea or coffee?"

"A glass of milk, please," Dick ordered. "Times are pretty much up to the fellow himself. We had a pretty dull winter, but things are coming back in good shape and anyway I've found plenty of dealers who have been keeping up their business because they have worked extra hard at it.

"Now is the time when a fellow needs to step on the gas and put on all the power he's got. If you were driving through the mud on a bad piece of road, when the going got sticky, would you take your foot off from the accelerator? Would you even let up on it a little? Not much. You'd give her more gas and if she bucked, you'd shift into low, but you'd crowd on all the power you could, wouldn't you? And you'd push right through onto solid ground. But listen to me! I know cigar dealers who took their toes off the accelerator when business slumped and now they're stalled. And I know others that are still trying to get out of the slump without stepping on the gas the way they ought to.

"What I mean, they stopped their advertising or they are stopping it, or they are planning to stop it, because they think they might as well save that much. Why, hell's bells, old top, that's nothing more than stopping the gas supply when the car gets into hard pulling.

"What's bringing business back is going after it with advertising and all the other kinds of business getting schemes. A slump in business isn't anything only a lot of folks getting the idea that they ought to hang onto their money. Well, when folks get that way which is better, to stop trying to get them to part with their money, or to try harder than ever?"

"There's only one answer to that," I replied.

"You know it!" said Dick. "Try harder. That's the answer. When a lot of the men who have been buying their smokes from you decide to smoke less or to smoke cheaper tobacco or to economize in some way to your loss, if you are onto your job you don't let your stock run down so it doesn't offer any temptation to a smoker, and you don't stop asking for business by advertising and window displays and all such things. No sir, you get a hustle on you. You make better window displays and you change them oftener. You make your stock look more attractive and you try to show up the goods in such interesting ways that smokers who see their old favorites inviting them like that, can't resist the temptation to buy. And you take extra newspaper space to advertise your business. You make a bigger and a stronger appeal for business, instead of pulling in your sign and going to sleep.

"If there is a little less business, it's up to you to work harder to get your share of that business. If folks get the tight-wad habit, you must do more to get them to loosen up. Why, if everybody pulled in their advertising and quit trying when business let up, there never would be any come back. The fellows who keep going after the business harder when it is hard to get are the ones who bring conditions back to normal. The fellows who quit trying, and then profit when the rest bring business back, are like the chap who sneaks in under the tent to see the show; he shirks his share of paying and he doesn't get a fair look in at the show either."

"You think a cigar dealer kind of owes it to the trade to do his share in bettering business conditions?" I suggested.

"Absolutely. Why be a business parasite, especially when it means taking chances of never getting back all the business you might have had. It's easy enough to let up and lose trade, but getting it back is something else again——"

"Apple-berry-mince-and-lemon-pie and tapioca pudding," mentioned the girl.

"Berry pie and pudding," Dick interjected. "There aren't any less smokers because some of the smokers have lost their jobs. They aren't smoking as high priced cigars in some cases, but in other cases you know how it is the man out of a job is very likely to smoke most of the time, when he never smoked more than three or four times a day while at work. If men are going to smoke less, show them that you can give them the best value for their money and the kind of smokes that will satisfy while using less of them. If they are going to smoke more, make your place so attractive that they will want to buy everything they smoke right over your counter.

"I believe the answer to the problem of the cigar dealer who finds his business slow is—Advertise! Give her more advertising gas! Don't skimp on publicity now when business is getting to where a little extra kick on the publicity accelerator will help pull it out of the slump. That's my idea. I never was one of these guys who, when they got stuck in the mud, would be all for staying there and waiting for the mud to dry up before trying to move on. I'd use all the power I had, down to the last drop of gas and the last cent I could get for advertising and display, before I'd die in the mud."

"As a traveling salesman you're a fine business chauffeur," said I, "and I'd like to hire you if I was in the cigar business."

"Isn't that the truth?" queried Dick, and we got up to leave.

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Simple package-
big sales—
or they'd
cost more.

FATIMA
CIGARETTES

20 *for* 25c

LIGGETT & MYERS TOBACCO CO.

LEVY & GREEN'S CIGAR STORE

This very attractive cigar store is in Vallejo, Cal., adjacent to Mare Island Navy Yard, where the United States Government employs 7000 mechanics and has a payroll of over two million dollars a month.

This is the best corner in Vallejo and the store features "Chancellor" and "Belmont" cigars, the 10-cent and two for 25 cents class; the "Watt" as the leading 8-cent and two for 15 cents, and the "Fighting Bob" for 5 cents.

We are indebted to H. L. Judell & Co., 126-128 Front Street, San Francisco, Cal., for the picture.

The Empire Tobacco Company, of New Jersey, has been incorporated with a capital stock of $100,000 by Isadore Falkenstein, Aaron Goldberg, Scranton, Pa.; William M. Charles, of Springfield, N. J.

Matches to the value of $98,602 were imported into the United States during March, according to figures just made public by the Department of Commerce. During the same month the department's figures show that the value of match exports was $29,809.

The attorney general of Utah has modified a former ruling in connection with the sale or display for sale in Utah after June 6 of certain smoking tobaccos which are indicated on the labels to be suitable for "pipe or cigarettes." The effect of the opinion is that merchants may sell cigarette tobacco, but must not advertise or exhibit it for sale.

Cigar ashes are sometimes the cause of automobile accidents and frequently the cause of confusion in traffic. The motorist who unconsciously sticks his arm out of the side of the car to knock off the ashes confuses the driver following him who may think it is a signal to turn. "I have seen this happen a good many times on the road," said a driver. "You naturally think he plans to turn at the next corner. Misinterpretation of such signals has caused many accidents."—"New York Sun."

TAX PAID TOBACCO PRODUCTS

The following comparative data of tax paid tobacco products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of April, 1921:

Products.	*April, 1920.*	*April, 1921.*
Cigars (large):		
Class A .....No.	146,759,900	152,850,500
Class B .....No.	215,438,322	159,156,070
Class C .....No.	289,461,332	219,252,338
Class D .....No.	7,945,714	14,402,980
Class E .....No.	3,972,311	2,441,615
Total	663,577,579	548,103,503
Cigars (small) .....No.	56,548,853	56,425,666
Cigarettes (large) ....No.	9,144,188	3,410,800
Cigarettes (small) ...No.	3,756,989,397	3,801,672,057
Snuff, manufactured ..lbs.	3,483,204	2,656,151
Tob., manufactured ..lbs.	34,327,970	28,399,953
Playing Cards .....packs	3,370,180	2,270,705

PORTO RICO FOR FEBRUARY.

Products.	*Feb., 1920.*	*Feb., 1921.*
Cigars (large):		
Class A .....No.	4,500,000	697,200
Class B .....No.	3,794,200	376,100
Class C .....No.	11,577,250	4,337,000
Class D .....No.	180,000	201,900
Class E .....No.	.....	7,500
Total	20,051,950	5,619,700
Cigars (small) .....No.	1,000,000	.....
Cigarettes (large) ....No.	.....	20,000
Cigarettes (small) ...No.	700,000	45,000

PHILIPPINE ISLANDS FOR FEBRUARY.

Products.	*Feb., 1920.*	*Feb., 1921.*
Cigars (large):		
Class A .....No.	14,492,010	2,478,720
Class B .....No.	5,594,935	568,065
Class C .....No.	1,512,044	84,306
Class D .....No.	20	335
Class E .....No.	.....	235
Total	21,599,009	3,131,661
Cigarettes (small) ...No.	575,400	223,850
Tob., manufactured ..lbs.	2	143

KENTUCKY TOBACCO SALES

In Kentucky the tobacco sales for the month of April, as compiled by the State Commissioner of Agriculture, amounted to 18,526,547 pounds, consisting of 1,671,700 pounds of the 1919 crop and 16,854,847 pounds of the 1920 crop. The 1919 crop sold for an average of $7.89 and the 1920 crop for an average of $9.07. The highest average for the month was $13.97.

The total amount of the old crop sold during the eight months' period was about 22 million pounds at an average of $11.29, and the total amount of the new crop was 307 million pounds at an average of $10.61.

The plant beds in Kentucky have been coming along very well. Lafayette County reports some cases of rust and wildfire, but no serious damage.

Official quotations of the Louisville Leaf Tobacco Exchange are as follows: 1919 Dark Red—Trash, $3 to $7; lugs, $10 to $22; leaf, common, $9 to $15; medium, $22; good, $30; fine and selections, $40 and $45.

1919 Bright Red—Trash, $5 to $10; lugs, $14 to $25; leaf, common, $20 and $22; medium, $25; good, $40; fine and selections, $60.

The Nickel

Former Vice-President Marshall announced before his retirement that what the country needs is

A 5-Cent Cigar

From the newspaper comment on that statement, it seems the proposition carried by an overwhelming majority

Manila can supply a hand-made, Spanish method, long-filler cigar that shows good profits to jobber and dealer for a nickle retail

Ask the Distributors or the Importers for Brands, Sizes and Prices

List of Importers and Distributors on Application

MANILA AD. AGENCY

C. A. BOND, Manager Telephone JOHN 1428

172 FRONT STREET, NEW YORK

Washington Notes

(Continued from Page 12)

Efforts are being made to secure the restoration of store-door delivery of freight in Washington and its introduction in other cities, following the adoption of the plan recently in Baltimore, where a committee is now working out the details concerning operation under an agreement reached between railroad representatives and a committee representing the business men of the city.

Store-door delivery, after being in existence in Baltimore and Washington for 47 years, was abolished by the Interstate Commerce Commission in 1913 on the ground that it was discriminatory because it was used only in those two cities, and not in other places.

It is declared that a saving of between two and three million dollars a year will be effected by Baltimore interests alone through the resumption of store-door delivery. Its adoption throughout the country would result in a great saving to the carriers, in that the present serious problem of extended terminal facilities to meet the expected increased demands of traffic would be eliminated. Another big saving, it is suggested, would be made possible through not having to increase the rolling stock, due to the rapid unloading of freight cars as they reached terminals and their being put into use again almost immediately. Particularly would this prove true, it is believed, during the periods of the year when heaviest demands are made upon the rolling stock.

* * *

The War Finance Corporation has announced that an advance of $125,000 has been made to an American exporter to assist in financing the export of tobacco to England and Denmark.

THE SPANISH TOBACCO MONOPOLY

Commercial Attaché Cunningham, of Madrid, reports that on April 5, the Minister of Hacienda placed before the Parliament a project for the continuation of the tobacco monopoly of the Compañía Arrendetaria de Tabacos, the contract of which expires on June 30. According to the minister's proposal, the privileges of the company will be extended for 20 years and will require an extension of capital to the minimum of 60,000,000 pesetas. Profits of the company shall be 3 per cent. of the gross revenues up to 150,000,000 pesetas, and 4 per cent. on all exceeding that amount. In addition the company shall be entitled to 75 per cent. of the stamp tax up to the sale of 150,000,000 pesetas and 1 per cent. on the gross quantity of sales exceeding that amount. At any time the profits of the company exceed 10 per cent. of its total capital of 60,000,000 pesetas, of the excess up to 15 per cent. one-fourth shall go to the State and one-half in case the profits exceed 15 per cent. on the capitalization. The privileges of the Compañía Arrendetaria de Tabacos also include the transportation, custody, and sale of matches. It does not, however, include the sale of tobacco in the north African colonies.

Notes and Comment

A. L. Bernstein, packer of Connecticut leaf tobacco, has removed his offices and sales room to 168 Water Street, New York City.

S. Bachman & Co., of San Francisco, have taken on the distribution of the P. Lorillard & Co.'s "Muriel" cigar according to the "San Francisco Grocer."

Harry Mendelsohn, tobacco commission merchant of Havana, Cuba, has announced the discontinuance of his Havana business, and he will be associated with the Stern-Mendelsohn Co., Inc., importers and dealers in Havana and Porto Rico tobacco, 165 Front Street, New York City.

Bernard Schwartz, leading cigar manufacturer of Detroit, has taken his two sons, Norman Schwartz and Theodore Schwartz, into partnership, and the style of the firm will be Bernard Schwartz & Sons.

A. Rego, 30 Warren Street, New York City, has been appointed representative of F. Garcia & Bros., of Tampa, Fla.

Eiseman & Sons, Philadelphia, whose buildings were recently destroyed by fire, have taken temporary quarters in the Finley Acker building on Eighth Street, above Arch, where they will continue the cigar manufacturing business.

The Twentieth Annual Convention of the Tobacco Association of the United States will be held in Washington, D. C., on Thursday, June 30, and Friday and Saturday, July 1 and 2, at the Powhatan Hotel.

Ward P. Roberts, Inc., has been organized at Milford, Mass., to deal in tobacco and its products, with a capital stock of $22,500, by Arthur W. Roberts, Ward D. Roberts and Joseph H. Doyle.

R. C. Kelly, of Greensboro, N. C., a prominent and popular member of the bar of that city, has been appointed an attorney for the R. J. Reynolds Tobacco Company, with offices in Winston-Salem.

The Progressive Cigar Corporation, manufacturers of "Madame Butterfly" cigars, has increased its capital stock to $350,000.

Jacob Langsdorf and Sons have leased new quarters at 1311 Sansom Street, Philadelphia.

If plans proposed are carried out the Allied Tobacco Industries Company, recently incorporated with a capital stock of $5000, will hold a tobacco show at Chicago during the first week in September.

The Congress Cigar Co., of Philadelphia, has leased a large factory building on Liberty Street, near Broadway, Camden, N. J. This will be the third factory in the vicinity featuring "La Palina" cigars. The new factory will increase the output about 150,000 cigars daily. The cigar has a very large sale in the Middle West, and is extending rapidly in the Eastern section.

UNIVERSAL HISTORY OF TOBACCO

Sailors sent by Columbus to explore Cuba, found the natives smoking tobacco leaves rolled in the form of a cigar. These were about seven inches around and nearly eighteen inches long. One such cigar often served as many as five braves.

VIEWED in the light of modern cigar-making methods, these first Cuban cigars were crudely and wastefully produced. The Model M Universal Stripping and Booking Machine, by making possible the mechanical stripping of the tobacco leaf, has saved thousands and thousands of dollars for cigar manufacturers.

The Model M Pays for Itself By Saving Scrap And Labor Losses

The Model M Universal saves a large part of the scrap, lost by hand-stripping. It saves wages, because one Universal does the work of up to three hand-strippers. Within a year, these savings, alone, will pay for the machine.

The smooth stock, ready for the cigar maker, without tears or curled tips, results in 35 to 50 cigars extra per man each day. This means increased profits. The Model M Universal Stripping and Booking Machine will make money for you from the day you install it.

Over 2,000 large and small factories are already equipped with Model M Universals. Send for Catalogue and Price List.

UNIVERSAL TOBACCO MACHINE COMPANY

116 West 32nd Street, New York, U. S. A.
Factory: Newark, N. J., U. S. A.

UNIVERSAL TOBACCO MACHINE COMPANY OF CANADA, LTD.
108 St. Nicholas Building, Montreal, Canada

Model J Universal Leaf Counter—An Attachment for the Model M Universal Tobacco Stripping and Booking Machine. Counts the leaves as they are stripped in any number desired, from twenty to eighty to a pad.

THE MODEL J LEAF COUNTER

Patent Pending

THE BIG VALUE IN FINE CIGARS!

Mapacuba represents the biggest money's worth of Fine Cigars. Note what it's made of:

Choice Havana Filler—
cured and blended by the
famous Bayuk process.
Neutral Sumatra wrapper.

BAYUK BROS., INC.

Originators of the
BAYUK INIMITABLE BLEND and
BAYUK INCOMPARABLE BRANDS
PHILADELPHIA

La Flor de Portuondo

Established 1869

GENUINE

Juan F. Portuondo

Cuban Hand-Made CIGARS

The Juan F. Portuondo Cigar Mfg. Co.
PHILADELPHIA

Leaf Market Jottings

IN Lancaster County the leaf market is practically closed. Quite a large amount of tobacco was bought during the month, and most of the growers who were holding back for higher prices got all they asked or near enough to it to be satisfactory. The next question is whether the crop is going to be profitable to the buyers; if it is, better prices may obtain next year, other things being equal.

Meetings have been held in various places by farmers, in hope of hitting on some practical plan for eliminating the speculators and selling their crops direct to the manufacturers. To an outsider it looks as though most of the best crops go direct to the manufacturer every season.

Throughout the tobacco-growing section of the State the report from the seed buds are unfavorable. The plants have been growing very slowly on account of the cold spells of weather.

At the quarterly meeting of the Leaf Tobacco Board of Trade, delegates and alternates were appointed to the meeting of the National Cigar Leaf Tobacco Growers' Association to be held at Hartford, Conn., June 6 and 7. The delegates are Jacob Bowman, Herbert P. Taylor, Leroy H. Nolt, Herbert B. Weaver, H. H. Snyder and Morris Rosenthal; alternates, E. W. Smith, J. H. Mumma, T. D. Shertzer, Jay Nissley, Benjamin Schwartz and John W. Dittenhoffer.

The May meeting of the Lancaster County Tobacco Growers' Association, was devoted largely to discussions of the pests of the plant beds, including slugs and flea beetles and methods of combatting them. The Havana tobacco planters have raised their plants in hotbeds and have them set out, but the seed leaf growers are away behind, on account of cold weather and too much rain.

Wisconsin offers very little news of interest. The "Tobacco Reporter" says that there is no general activity in the movement of the unsold 1920 crop. The policy of the stemmers to sit tight and take what is offered them at the price they are willing to pay is working. They are not making a campaign to get the grower to sell at the 8 cent or 8 and 5 figure; they simply consent to take the offerings on that basis. They even let it be known that if the grower who has 1920 tobacco to dispose of can get any buyer to take the crop at a better figure, he should take the best he can get. From week to week some tobacco is moving on this basis.

It is reported that other buyers are picking crops with the hope of realizing some binders out of them, but the general aspect of the market is its quietness.

The associations continue to handle tobacco turned in to them, and the campaign for the proposed sales organization is going forward persistently, though more quietly than in the beginning. The hope of seeing Federal standards of grades of tobacco as an outcome of the investigation into the feasibility of it is backing the pool idea, though few look for any definite results of this investigation of a nature to effect the movement of the 1921 crop. It takes time to gather the data, compile and classify them, and more time to adjust the principles deducted to actual grading of the leaf.

The farmers have had better weather for field work than many other sections, but the temperature has been rather low for the seed beds which are backward.

As to the question of comparative acreage it is generally thought that the best sections will fall very little, if at all, short of last year's planting. Those who can grow good tobacco never seem to be quite discouraged.

In the South the closing markets were a repetition of previous reports, with no variations of an interesting sort. As to acreage one correspondent from South Carolina says that the farmers will increase their acreage. The truth seems to be that, notwithstanding the reduction in the price of one-half over prices during and following the war, the tobacco crop was one of the most profitable of the farm crops last year.

In every section the growers meet and hold a lodge of consolation and mourning. High labor costs, flea beetles, blue mold, wildfire, privateering buyers. Then they settle down to work, grow a big crop of tobacco, make from a comfortable to a big profit according to the quality ot tobacco they grow, and howl for more. At any rate, that is how we size it up.

They are always quarreling about what State made the most money out of tobacco. Witness the following extract from an exchange: "Senator Overman, in a recent debate with the distinguished Senator from the great tobacco State of Kentucky, made the point that North Carolina was the most important tobacco growing State from the standpoint of the value of the crop. The Senator stated in his argument that while Kentucky produced more pounds of tobacco that the North Carolina crop brought more money. We may be in error but we do not believe we are, when we say that, North Carolina will or did produce more pounds of tobacco the tobacco year that has just closed than the old State of Kentucky. North Carolina is by far the most important tobacco State in the United States, not only in production, but in manufacture and output."

However, there is a strong movement for different modes of marketing the crop in the South and Kentucky, which is on the border, as instanced by a recent assemblage of four thousand farmers at a co-operative meeting at Danville, Va. The movement is a wide one. All previous attempts of similar organizations have proved failures, but out of all of them some good has resulted to both sides.

It is emphasized that the movement has no intention of driving the warehouseman out of business through co-operative marketing. The plan is not likely to affect the 1921 crop and market to any considerable extent, as even if a majority of farmers sign up, the process of organization and financing the movement will probably extend through a considerable period.

NEW YORK-TAMPA CIGAR COMPANY

The New York-Tampa Cigar Company has been incorporated with a capital of $2,000,000, with the following officers: L. Toro, president; Fred J. Davis, vice-president; H. Catlin, secretary and H. D. Newton, auditor. The Company is a subsidiary of the Porto Rican-American Tobacco Company.

WD C TRADE MARK

When a Buyer Hesitates Between Several Pipe Styles

What do you generally do?

Do you tell him which one you think he ought to have, or do you let him fool away a lot of your time, only to pick out in the end one that he is not at all sure is the pipe he wants?

Quite often it is just as easy to sell a customer two or more pipes as it is to sell him one.

Especially is this true of the undecided man who wavers between several styles.

A man of this type is usually open to suggestion. He will be influenced by your judgment. And if your judgment sounds anything like "Why not take both of them?" you stand a mighty good chance of making a bigger sale.

Every smoker should have several pipes. And in a W D C assortment there are pipes for every man, every occasion, at all kinds of moderate prices.

WM. DEMUTH & CO.
NEW YORK

World's Largest Pipe Manufacturers

HISTORY OF THE PHILIPPINE ISLANDS

THE people of the Philippine Islands maintained trade relations with China, Japan, India, Cambodia, the Malay Peninsula, Java, Sumatra, Borneo, and the Moluccas as early as the thirteenth century.

They possessed their own culture and their material wealth is believed to have been considerable. They engaged in useful occupations, such as agriculture, fishing, weaving, some manufacturing, carpentry, and other works. Many of them were expert navigators. They also had their own calendar of twelve lunar months and a primitive literature.

On March 16, 1521, the Philippines were discovered to the Old World by Magellan. The Spaniards introduced their own institutions, the most permanent of which is the Roman Catholic religion. The Filipinos readily assimilated the ideas of their conquerors and rapidly became Christianized. Spain's oppressive rule, which did much to maintain her other colonies in ignorance and backwardness, did not prevent the Filipinos from advancing by degrees. Their civilization, wealth and populousness continued on the ascendency, in spite of all obstacles.

The history of the Philippines from the beginning of the Spanish colonization in 1565 to the middle of the nineteenth century was a long tale of wars and uprisings. Between 1566 and 1570 the Portuguese made three attempts to conquer the Islands from the Spaniards, and during the first half of the seventeenth century the Dutch likewise made repeated attacks. To these disturbances were added the revolts of Chinese residents. But by far the most serious uprisings were those of the Filipinos against Spain's misrule. Between the years 1645 and 1665 alone, five revolts of this nature took place. Also in the eighteenth and nineteenth centuries uprisings took place, among which was the Dagohoy rebellion, lasting for a period of eighty years.

In the early part of the nineteenth century, as a result of nationalistic and liberal movements in Spain, the Cortes was revived and representatives from different parts of the monarchy—the colonies included—were given seats in that body. This, together with the end of Spain's exclusivistic trade policy in the Philippines in 1830, ushered in a new era of political concessions for the Filipinos. When, a few years later, Manila was thrown open to the commerce of the world, a period of economic advancement also set in.

Public education slowly gained headway. Schools and colleges were founded and graduated an increasing number of priests, lawyers, physicians, pharmacists and teachers. As these professional men became more numerous an intellectual class was formed. Burgos and M. Paterno, leaders of the liberal manifestation of 1870, and Dr. Jose Rizal and Marcelo H. del Pilar, prominent propagandists, were among the best known intellectuals of those times.

Political reforms introduced by the Spaniards in the closing years of their rule came too late to prevent a national uprising. The Filipinos rose in revolt in August, 1896, and by dint of constant fighting came in control of the greater part of the Archipelago, with the exception of a few points and the capital of the Islands, Manila. This city the Americans occupied on August 13, 1898, after simultaneous attacks by the American and Filipino forces.

Meanwhile a Filipino government had been established. It was republican in form and functioned till late in 1899, when it finally gave way with the outbreak of hostilities between the Filipinos and the American forces.

When America took over the administration of the Philippines, civil government was established. Public schools were founded and education progressed to a surprising extent. The most significant movement under the American regime in the Philippines is that of the Filipino home rule. Except for the Governor General and the Vice-Governor, who are still both Americans, the Philippine government is practically in the hands of Filipinos.

The Americans found in the Philippines a potential democracy and the seeds of a civilization which have done much to facilitate their work of advancing the people to their present social standing. "These people," said Admiral Dewey in referring to the Filipinos, "are far superior in intelligence and more capable of self-government than the natives of Cuba. . . . I am familiar with both races."

The early immigrants into the Philippines were the Indonesians and the Malays. The admixture of these two races has become so thorough and widespread that it is now quite impossible to distinguish them from each other. Their blend characterizes the people of the Philippines today. From time immemorial, also, Filipinos have married Orientals and Europeans, while in the last twenty years an increasing number of marriages between Filipinos and Americans has been recorded both in the Philippines and the United States. These additions of alien bloods have served to strengthen the Filipino race.

The present population of the Philippines is 10,350,640, compared to 7,635,000 in 1903. Of this number 9,495,272 represent the Christian population, and the rest, 855,368, the non-Christian, the majority of whom are Mohammedans.

It is the Filipino people's distinct advantage to have lived under the ways of both the Spanish and American civilizations and to have substantially appropriated their virtues into their social organism. One result of this is that Filipino social consciousness is more intimate with, and more sympathetic towards, the standards of Western civilization.

Eight million Filipinos today live on their own farms, with houses of their own and independent of any absentee landlord. Only nine per cent. of the urban property, consisting of houses and lands, is in the hands of foreigners. The present wealth per capita of the people is $6.79, compared to $2.76 just previous to the war.

The present policy of the Philippine government is to encourage the movement of population toward those regions of the country where the development of immense natural resources holds out the greatest promise for the economic advancement of the Philippines. This policy is also tending to make the distribution of the population uniform.

Contrary to what is generally believed abroad, the Filipinos are a homogeneous people. Their ways of life, traditions and aspirations are the same. A number of dialects are spoken, but these dialects are fundamentally the same and only differ from one another in the pronunciation and mode of speech.

Nor is the religion of the Moros of Mindanao and Sulu an obstacle to their peaceful intercourse with the Christian Filipinos. The Moros are represented in the Philippine Legislature and have repeatedly expressed their desire to live an independent life with their Christian brothers. On the other hand, the Christian Filipinos have ceased to fear the Moros and have come to regard Mindanao and Sulu as a homeseeker's paradise—as one of the safest spots in the world to live in.—"Philippine Resources and Opportunities."

It's toasted
LUCKY STRIKE "IT'S TOASTED"
LUCKY STRIKE "IT'S TOASTED"
LUCKY STRIKE CIGARETTE
Cigarette
No cigarette has the same delicious flavor as Lucky Strike. Because Lucky Strike is the
Cigarette
These Lucky Strike ads are running every week in newspapers all over the United States
LUCKY STRIKE
LUCKY STRIKE cigarette
It's toasted
Cigarette
To seal in the delicious Burley tobacco flavor.
It's Toasted
LUCKY STRIKE cigarette. Flavor is sealed in by toasting
Guaranteed by The American Tobacco Co.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Life
Cigarettes
They'll hit you right—Because our aim has been to make them mild, of the Kimpus Burley Blend, and seasoned with Chocolate
FRAGRANT—DELICIOUS
Life
CIGARETTES
EXCLUSIVE PROCESS
.... UNION MADE ....
Patterson Bros. Tobacco Co., Tr.
RICHMOND, VIRGINIA
IF YOUR DEALER DOES NOT HANDLE THEM, WRITE US

CLIMAX
PLUG TOBACCO
THE GRAND OLD CHEW
To the Retailer:
The convenient 10¢ vest pocket tin will make many sales for you if kept displayed on your show case—(1 dozen 10¢ Tins in counter display carton)
Climax in the sanitary vest pocket tin is particularly satisfactory to users of Plug Tobacco who do not wish to carry a large cut of tobacco loose in the pocket.
P. LORILLARD COMPANY
Established 1760
Oldest Tobacco Manufacturers in the World

Tobacco Patents Granted

[Full details and specifications of the following patents may be had by addressing the Commissioner of Patents, Washington, D. C., and enclosing ten cents for each patent wanted. In ordering give patent number only.]

No. 1,373,577. CIGAR PACKAGE. Eugene Vallens, New York, N. Y., patentee.

Patent for a cigar package having a receptacle, partition elements therein to form a multiplicity of compartments, one series of the partition elements including tongue parts between the other series, the tongues being inclined at their inner parts from a line spaced from the bottom of the receptacle and extended to rest upon the bottom of the receptacle in abutment with the next adjacent side of the compartment.

No. 1,373,583. CIGAR-LIGHTING DEVICE. Frank A. Adams, Rochester, N. Y., patentee. Patent assigned to Shur Products, Inc., Rochester, N. Y.

The combination with an electrical heating unit of a handle portion independent of the heating unit, and a coil separate and independent from the handle portion and connecting the handle portion and said unit.

No. 1,373,849. TOBACCO PIPE AND CIGAR AND CIGARETTE HOLDER. Alfred Webber, Portsmouth, Eng., patentee.

A tobacco pipe having the bowl divided by an annular ledge providing restricted communication between the bowl portions and opposite sides of the ledge, and an imperforate non-absorbent partition removably supported on the ledge as a support for the tobacco.

No. 1,374,466. CIGARETTE. George Pappanikolaou, Petersburg, Va., patentee.

This patent covers a cigarette having a flexible mouthpiece enclosing a cylindrical piece of sponge which is exposed at one end of the cigarette and provides a resilient bit for the user's lips.

No. 1,374,686. CIGARETTE HOLDER AND MOUTHPIECE. Neal H. Stevens, Katalla, Alaska, patentee.

A cigarette holder and mouthpiece comprising a stem with a longitudinal vent through the forward end of the stem being cut down so as to leave an annular shoulder; means for releasably securing the cigarette paper to the forward end of the stem; a paper-engaging ring slidably mounted over the forward end of the stem.

No. 1,376,074. CIGARETTE-FORMING DEVICE. Charles S. Branch, Hammond, Ind., patentee.

A cigarette-forming device having two semi-cylindrical parts which are hinged together along their lower edges, and each of which is provided with integral semi-disks at each end, and an integral upwardly-extending guide spaced inwardly from the abutting edges of the semi-disks, each of the guides being provided with a longitudinal slot near its lower edge.

No. 1,376,318. TOBACCO LOOPER. Francis M. Comstock, Newbern, N. C., patentee. Patent assigned to William S. Howell and C. D. Bradham, Newbern, N. C.

In a loop-forming machine, a main bracket, an auxiliary bracket, a rotary shaft supported on the main bracket, a cam drum having cam grooves, splined on the rotary shaft, a swinging arm supported under the cam drum, means co-operating with the grooves of the cam drum for moving it longitudinally of the shaft, means connecting the cam drum and swinging drum to produce a relative movement of the arm with relation to the cam drum, an arm supported on the swinging arm, a looping finger, means on the second mentioned arm and engaging the cam grooves for moving the arm laterally.

No. 1,376,154. ELECTRICAL LIGHTING DEVICE FOR CIGARS. Joshua M. Morris, Rochester, N. Y., patentee.

A lighting device comprising a stationary socket forming a terminal, a terminal arranged in the socket, a spring in the socket, a removable hollow terminal adapted to fit in the socket, an incandescing body carried by the removable hollow terminal and adapted to be brought into electrical connection with the terminal in the stationary socket when the hollow terminal is moved to compress the spring.

No. 1,376,335. CIGAR PERFORATOR. Paul J. Hentschel, Baltimore, Md., patentee.

In a cigar perforator the combination with a casing having a closed and an open end, of indentations near the open end, a head having cylindrical portions adapted to fit within the open end, a groove within each cylindrical portion for the reception of the indentations, a needle mounted in the head and a knurled portion on the head.

No. 1,376,548. PIPE. Benjamin F. Johnson, Cleveland, Ohio, patentee.

A pipe having a bowl with a short hollow stem, a mouthpiece of hollow construction, a joining member co-operating with both stems, said member having an open groove in the upper portion thereof, one end of the groove being closed, and a downwardly directed opening co-operating with the groove at the closed end.

No. 1,376,586. TOBACCO TABLET. Francis Schwartz, Brooklyn, N. Y., patentee.

As an improved article of manufacture, a tobacco tablet having its marginal portions chamfered in opposite directions from the side faces of the tablet to a meeting edge, and a package for the tablet consisting of chicle of uniform thickness entirely covering all surfaces of the tablet.

TROUBLE IN MANILA

The following news item was received too late for insertion in our issue of May 15: According to cabled advices received early this week by C. A. Bond, tobacco agent for the Philippine Government, a renewed strike is responsible for a sudden cessation of activity in cigar manufacturing in Manila. A previous strike was ended only a few days ago. Protesting that the terms offered were "very hard," yet consenting to go back to work again, the cigarmakers accepted a 20 per cent. reduction. For nearly a week all went well. Manufacturers prepared for a big summer's work. Then the cigarmakers ascertained that important orders from the United States were coming to the factories. The cigarmakers had a meeting. It was urged that the workmen had been "double crossed." Immediately a cry went up for a restoration of war time wages. An ultimatum was sent to the manufacturers. After giving the matter quick consideration, the manufacturers declined to meet the demands of the workmen. The consequence was an immediate shut down.

Coming as it did on the heels of a report that the strike had been settled, the information relative to renewed labor troubles was bad news to a number of importers who were desirous of getting shipments from Manila so soon as possible. Several rather large orders had been cabled to Manila during the past week. And now, the only assurance is a shortage of Manilas, unless manufacturers and employes effect a compromise in the near future.

The Aluminum Cigar Mold Co., of New York, has been incorporated with a capital of $5000 by J. Girbau, M. Gonzalez and G. Boera.

F. LOZANO, SON & CO.
HAVANA CIGARS
TRADE MARK
F. LOZANO
FLOR DE NARVEZ
VICLO

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EL LESSERO
CALATRAVA
REG. U. S. PAT. OFF.
FACTORY & MAIN OFFICE, TAMPA, FLA.
NEW YORK OFFICE, 437 FIFTH AVE., N. Y.

SAN FELICE
FOR GENTLEMEN OF GOOD TASTE

The National Choice For a Quarter of a Century
NOW BANDED
The Diesel-Wemmer Co.
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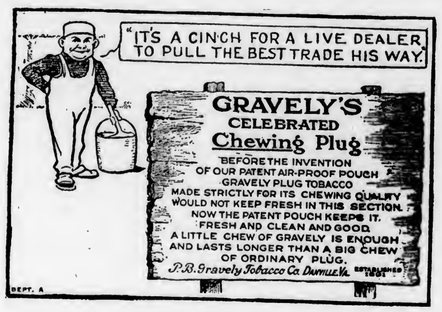
"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Danville, Va.
ESTABLISHED 1831
DEPT. A

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made fo every ten (10) additional titles necessarily reported.
made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

SEL-EZY:—42,113. For all tobacco products. April 26, 1921. The American Litho. Co., New York City.

SANTA CRUZ:—42,114. For cigars. February 17, 1921. The Rawak Cigar Manufacturing Co., Los Angeles, Cal.

ITWILPE:—42,117. For cigars. March 22, 1921. Ralph M. Gans, New York City.

DAIL BIREANN:—42,118. For cigars. May 20, 1921. John F. Buckley, Peoria, Ill.

EMPRESS OF CUBA:—42,120. For cigars, cigarettes and smoking tobacco. April 15, 1921. Thompson & Co., Tampa, Fla.

WESTERN MAID:—42,121. For cigars. March 19, 1921. W. I. Pixley, San Francisco, Cal.

YANKEE GIRL:—42,122. For cigarettes, cheroots and snuff. April 13, 1921. Scotten Dillon Co., Detroit, Mich.

CHURCHWARDEN:—42,123. For tobacco pipes. May 23, 1921. Alfred Orlik, New York City.

TRANSFERS

SYLVIA DE MAE:—42,073 (Tobacco Merchants' Association). For all tobacco products. Registered March 28, 1921, by Cole Litho. Co., Chicago, Ill. Transferred to Sylvia De Mae Cigar Co., Chicago, Ill. April 16, 1921, and re-transferred to B. Ochakoff, Chicago, Ill., May 3, 1921.

CAPTIVATION:—5772 (Tobacco Journal). Registered February 25, 1886, by Schmidt & Co., New York City. Acquired by Pasbach Voice Litho. Co., New York City, and re-transferred to E. Regensburg & Sons, New York City, May 7, 1921.

CARDINAL RICHELIEU:—10,731 (Tobacco Leaf). For cigars. Registered August 28, 1895, by Berriman Bros., Chicago, Ill. Transferred to Maximo Grahn & Son, Tampa, Fla., July 21, 1920, and re-transferred to Jose Maseda & Co., Tampa, Fla., May 5, 1921.

LA COSTE:—6751 (Tobacco Leaf). For cigars. Registered August 8, 1892, by Geo. S. Harris & Sons, Philadelphia, Pa. Transferred by American Litho. Co., successors to Geo. S. Harris & Sons, to Joseph J. Schaefer, Dayton, Ohio, May 19, 1921.

LA SONRISA:—12,897 (Tobacco Journal). For cigars. Registered November 24, 1890, by Rokohl Bros., New York City. Transferred to Wm. Klissner, New York City, March 24, 1920 and re-transferred to Royal Cigar Mfg. Co., New York, City, May 20, 1921.

A MAN WITHOUT VISION

A man without vision—without initiative—may die of thirst within a hundred yards of a flowing stream. A man with both will dig a well and find water on an arid plain. A man may be thirsty for business. The amount of business he obtains can usually be traced to the amount of effort he makes to secure it.—"W. D. C. Pipe Organ."

WINDOW DISPLAYS THAT SELL GOODS

Beautiful windows, from a decorative standpoint, are not necessary to sell goods. Do not sacrifice the utility of display space for profuse decorations and overshadow your goods with beautiful pictures and flowers. If you entertain the eye too much, you reduce your chances of a sale by placing your merchandise in a secondary position because the eye is fully occupied in viewing the beautiful rather than the needful. Strike a happy medium, with merchandise in the foreground, holding the most prominent place. Remember the old but applicable saying: "goods well displayed are half sold"; it is a greater truth than the writer dreamed. Today it stands out boldly as one of the fundamentals of selling.—"Druggist's Circular."

SILK STOCKINGS FOR CIGAR COUPONS

In "Printers' Ink," issue of May 19, C. R. Russell writing about the twenty years progress of the United Cigar Stores says that: "As regards its premium list, the company once found itself almost led astray. It originally chose its premiums with an eye to masculine tastes. Since men are the smokers, they get the coupons, it was reasoned, and therefore the premiums must appeal to men. When the premium stations got going, however, the bulk of the demand was not for pipe cases and fishing rods at all, but for such things as silk stockings and cut-glass dishes. In other words, it was soon evident that the people among whom smoke coupons made the greatest hit were not male customers, but the females of the species. And so it has remained ever since."

A. S. VALENTINE & SONS TO RE-ENTER TRADE

It is announced that L. R. Valentine, a former member of the firm of A. S. Valentine and Co. before its absortion by T. J. Dunn & Co., has under the old firm name resumed the manufacture of cigars, in association with Oscar H. Banghart and others, with main offices at Womelsdorf, Pa. Bennett Sloane & Co., of 482 Broome Street, New York City, and Ibach and Rader of Newmanstown, Pa., are said to be in the combination.

Under the plan of organization each of these concerns will maintain its own individuality and do business under its own firm name.

The Standards of America

Lorillard's Snuff, : Est. 1760
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The Tobacco World

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131-133 Water St., New York City

VOLUME 41 NO. 12

The TOBACCO WORLD

JUNE 15, 1921

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It's toasted

LUCKY STRIKE "IT'S TOASTED"

LUCKY STRIKE "IT'S TOASTED"

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It's Toasted

LUCKY STRIKE cigarette. Flavor is sealed in by toasting

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The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

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All our Standard Brands of Eight-cent Cigars will be reduced to Five Cents after May 15, 1921.

All these goods are Long Filler, packed one-twentieth and banded. Goods guaranteed. Jobbers protected as to territory. Samples, prices and territory on request. T. E. Brooks & Co., Red Lion, Pa.

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SCRAPS FOR SALE—Ohio Scrap filler for sale, clean and sound. Samples and prices submitted on request. C. C. Ehrhart, Versailles, Ohio.

FOR SALE—Old-established cigar manufacturing business with small-established trade and several well-known brands. Located in New York. Excellent opportunity for one or two aggressive young men. Address Box 405, c/o T. W.

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POSITION WANTED—Experienced Stripper Foreman and Machinist on Universal Stripping Machines. Would like to connect with a large firm to take charge of a stemmery. Best of references. Address Box 426, care of "Tobacco World."

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CIGARS WANTED for jobbing trade in Lancaster County. Small or medium sized cigar manufacturer preferred. Cigars must be reliable and uniform at all times. Address Cash, Box 423, Lititz, Pa.

SALESMAN WANTED—A high class salesman wanted to represent Tampa concern in East and Middle West on strictly commission basis. A splendid opportunity for the right man. Address Box 415, c/o T. W.

CIGAR LABELS WANTED—Will buy small or large quantities of discontinued cigar labels and bands. Send samples with quantities and full particulars. Address Box A-212, care of "Tobacco World."

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145 WATER STREET, - - - NEW YORK

HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
122 Second Avenue New York City

The Nickel

Former Vice-President Marshall announced before his retirement that what the country needs is

A 5-Cent Cigar

From the newspaper comment on that statement, it seems the proposition carried by an overwhelming majority

Manila can supply a hand-made, Spanish method, long-filler cigar that shows good profits to jobber and dealer for a nickle retail

Ask the Distributors or the Importers for Brands, Sizes and Prices

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ROBERT EMMET

A wonderful seller wherever introduced

Blended by Chas. Spietz, known to the trade for 30 years

In introducing a new cigar to the trade you naturally look for its success, but when that success comes with such a rush as did Robert Emmet it sort of takes you right off your feet. In every town where we have introduced Robert Emmet it has bounded to the front in the cigar field. So remarkable has been its reception by the smoking public that we were forced to build a new factory to take care of the increased production necessitated by the demand for Robert Emmets.

Even this new factory is unable to take care of all our orders, so we are planning another larger factory for the near future.

All this merely proves the fact that Robert Emmet certainly is a winner everywhere it is sold.

Chas. Spietz,
Pres. of Spietz Cigar Co.

Brevas size, 10c — Packed in cedar lined drums
El - Egantes, 2 for 25c — Foil wrapper or without
Invincible, 15c — Foil wrapped

Manufactured by Spietz Cigar Co.
Harper and Seneca Streets Detroit, Mich.

Two National Favorites
HYGIENICALLY-MADE

WAITT & BOND **BLACKSTONE**
Imported Sumatra Wrapper
Long Havana Filler

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Imported Sumatra Wrapper
Long Filler

WAITT & BOND, Inc.
NEWARK NEW JERSEY

PRINCE ALBERT

Put it up to P. A.!
Put it up to P. A.!

Talk about playing a joyjazz on your cash register—why, Prince Albert is a regular tobacco tango that keeps the sales cymbals banging out tickle-tunes from sun-up till you bolt in the shutters for the night!

You bet you can count your profits on Prince Albert before they are hatched! Guessing and taking a chance is absolutely eliminated. With Prince Albert for your business pal *you certainly know where you stand!*

And listen to this: All the old-time advertising pep on Prince Albert broke loose in a great, big national way on May 1st. Yes, sir—going to get 'em stirred up like it was about four joy'us Fourth of Julys jammed into one; going to have more men puffing away on jimmy pipes or makin's cigarettes—with *P. A. for packing*—than you ever dreamed could be possible! THAT'S WHERE YOU RING IN!

ALBERT *the national joy smoke*

R. J. Reynolds Tobacco Co.
Winston-Salem, N. C.

Volume 41

THE TOBACCO WORLD

Number 12

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, JUNE 15, 1921 Foreign $3.50

Happenings at Washington of Trade Interest

(Special from THE TOBACCO WORLD'S Washington Bureau.)

ALMOST optimistic sentiment among bankers and business men of the Middle West and South is reported by W. P. G. Harding, Governor of the Federal Reserve Board, who has just returned from a two weeks' trip through those sections of the country.

"The more optimistic sentiment which prevailed everywhere was most gratifying," declared the governor. "The bankers and business men of these sections are looking for a trade revival in the autumn and seemed to have no doubt that there would be ample credit for both agricultural and trade requirements.

"The trip confirmed my conviction that we in this country have now passed the most trying period of the world-wide readjustment of trade and prices, and are on the road to recovery. We are approaching the new crop season with underlying conditions far sounder and more favorable than they were a year ago, and in spite of the unprecedented carry-over of cotton and grain, largely financed on bank credit, the reserves of the Federal Reserve System are nearly forty per cent higher than they were a year ago, which leaves no room for for apprehension regarding the financing of either agriculture or industry."

Relief from unjust provisions of the revenue law will be sought by the Internal Revenue bureau as fast as they can be discovered, according to David H. Blair, the new head of the bureau. In his first official statement after taking up his duties as commissioner, Mr. Blair paid tribute to the efficient manner in which taxes have been collected in the past and the affairs of the bureau administered, and declared that it would be his endeavor to attain at least as great an efficiency.

"Before I came here I had heard some complaint about the manner, and especially about the rapidity, with which income tax matters are handled by this bureau," said Commissioner Blair, "but since I have gotten a little insight into the situation, I have concluded that the complaint is not well founded.

"I trust that we shall be able to bring the work up to date and to keep it current. It is important to all that pending differences, both as to income taxes and estate taxes, be speedily and finally determined.

"I want every taxpayer to know that his bureau wants to give him a square deal and, of course, it expects a square deal in return. If the law works a hardship in some cases, I believe it will be speedily amended so as to do exact justice to all, and will be so administered as to encourage industry and not to destroy or cripple it."

The repeal of all transportation and sales taxes, except those on distilled spirits, tobacco, oleomargarine, drugs and products of child labor; elimination of the excess profits tax and the 10 per cent. tax on corporations, and the amendment of the income and inheritance taxes, is provided for in revenue measures which have been introduced in Congress by Representative Kellar of Minnesota.

Mr. Kellar would amend the income tax so as to distinguish between earned and unearned income, defining the former as consisting of income derived from personal services or from business personally conducted, while the latter would be defined as income derived from rents, interest, dividends, and any source other than the labor, skill or business or industry personally conducted, of the recipient. The tax on unearned income, together with the surtaxes, would be retained, but the tax on earned income would be cut in two. An increase in the inheritance taxes is also provided for.

In another bill, the Congressman provides for a tax of one per cent. on land values in excess of $10,000, after exempting buildings, improvements and the majority of farms. This bill aims to tax monopoly holders of natural resources, valuable sites in cities and the holding of land out of use.

The Kellar measures are sponsored by a number of organizations, among them the Committee of Manufacturers and Merchants on Federal Taxation, a national association of which Otto Cullman, of Chicago, is president. It is claimed by Congressman Kellar that his measures, together with customs and other miscellaneous revenues, would raise funds sufficient to meet the government budget and, in addition provide a sinking fund which would pay off the government debt in thirty years.

Reorganization of the Federal Trade Commission so as to give it power to advise business men and organizations when their activities overstepped the line and ventured into the fields prohibited by the anti-trust laws is urged by Secretary of Commerce Hoover as necessary in the campaign which the government has undertaken against organizations having "open price" or other agreements not compatible with the statutes.

The relation of trade associations and trade institutes to the anti-trust laws has been the subject of much discussion among the members of the Cabinet and the Department of Justice has been instructed by the President to take such steps as may be necessary to stamp out illegal practices. Only a few organizations, it is pointed out, have adopted practices not in conformity with the statutes and operations of the Department of Justice will be planned so as to cause as little embarrassment as possible to organizations which are keeping strictly within the law.

"A small number of associations have been engaged in the collection of data on the prices for the exclusive use of their members," said Secretary Hoover. "Some of these associations have been charged with delimiting areas of commodity distribution among their members and other misuse of information. Whether these practices constitute a violation of the national anti-trust laws must be determined by the courts, and this the Attorney General is vigorously proceeding to find out.

"All this raises anew the question of the authority of the Federal Trade Commission. The original conception of the commission was that it should, amongst other things, advise business men as to what contituted a violation of the restraint of trade laws, but these powers were struck out in the course of original legislation. It seems to me that the seven years' experience with the commission should now enable a reconsideration of its powers with a view to giving it a more constructive function, subject, say, to review by the Attorney General, by which it could remove the uncertainties from the mind of business men as to the line between the field of co-operation for promotion of production and trade in public interest and the field of practices against public interest. There is nothing so destructive as uncertainty, and business has inherently enough uncertainty to deal with, without this one."

Republican leaders in Congress and members of the Ways and Means Committee are searching about for an acceptable scheme to replace the one contemplated by the Longworth resolution, designed to give immediate effect to rates in the proposed new tariff law upon its being reported to the House by the committee, following the refusal of the Republican caucus to back the Longworth measure.

Congressman Little, of Kansas, has introduced a resolution authorizing the President to place new tariff rates and duties in effect when a new bill is reported to the House and the Secretary of the Treasury certifies that such rates are absolutely necessary to prevent dumping of foreign goods in our market to defeat the proposed legislation. The period of the operation of these rates would be limited to ninety days.

A number of other suggestions have been offered or are in the making, including a proposal that coincident with the reporting of the tariff bill a resolution be brought in making the new rates effective upon the adoption of that resolution, while another measure as proposed would make the new rates operative upon the adoption of the tariff bill by the House.

The Republicans have been unable to come to any agreement in the matter and their leaders feel that something should be done to protect our markets during the several months between the reporting of the tariff bill and its final passage. The Senate leaders say that no such plan will be able to get by the House and if it does, will fail in the Senate. It is pointed out that the Finance Committee will not willingly relinquish any of its prerogatives to the House.

The issuance of 2000-mile tickets, at 2½ cents per mile, is provided for in a bill which has been introduced in Congress by Representative Jacoway of Arkansas. Such tickets would be good on any road, for any distance, and would carry all first-class privileges of baggage, etc. Should railroad rates be reduced, it is provided that the miles should be reduced accordingly.

The Commissioner of Internal Revenue has appointed Francis G. Matson to succeed Matthew A. Cram as Deputy Commissioner of Internal Revenue in charge of the tobacco and miscellaneous taxes, information and supplies.

Mr. Matson is a native of Ogden, Utah. For many years he was engaged in newspaper work in various parts of the country.

C. L. L.

LORILLARD'S NEW CURRENCY CIGAR

According to reports, the P. Lorillard Company is about to add another factory to the already large facilities for the production of its "New Currency" cigar, which has been largely made in Richmond. The cigar is a five-cent proposition, with a Florida wrapper and is said to form a substantial and satisfying smoke. A coast-to-coast distribution is forseen and this cigar may be the one that President Harding said the country needs.

SMOKE AWAY THEIR TROUBLES

In a recent issue "The New York World" says:

The great strength of the tobacco stocks, in view of the general gloom, presents a phenomenon not unfamiliar to observers of financial and commercial depressions in the past. The consumption of tobacco is frequently greater in times of industrial and commercial unsettlement than at more prosperous periods.

When the public has its troubles it puts them in its pipe and smokes them. At least that is the theory of the tobacco men.

Business Building

By a trained Business Man and Advertiser

Written especially for

THE TOBACCO WORLD

by A.E.P.

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"WHY do you buy your cigars at that store?" asked I of my friend, as we came out of a classy little place where he had made his purchase.

"I don't know as I had ever analyzed it before," said he, "but now that you ask me, I think it is for three reasons—because I like the man, I like his goods and I think his prices are right."

My friend is a philosopher—and they are a scarce bird—and he stated in a few words what most people would want a hundred words to say. I will repeat them in a different form, for I believe they are mightily important.

The man was right, the goods were right, the prices were right.

Why not give yourself a grilling cross-examination on these three points.

Is the man right? That's you. Are you well groomed, cheerful, courteous, polite, interested in your customers—all this in a restrained and self-respecting way?

Are your goods carefully selected with all the skill and subtle buying power you possess, and are your prices right?

Think it over and think it over hard, for much depends on it. And if the eagle eye of your keen and searching mind can discover any little thing which is not absolutely perfect go ahead and correct it forthwith.

For it is by this method you can play a winning hand and climb the ladder of success.

THE dentists recently assembled in convention in Atlantic City. Dr. Gelston—may his days be long in the land—informed the delegates that an old-fashioned chew of tobacco is one of the best disinfectants known to dental science. It seems to put a crimp on the bacteria which gnaw at our teeth.

Cigars also act in the same way, though in a lesser degree.

The more it is analyzed the more it is realized that man's love for "My Lady Nicotine" is founded on common sense, and on the benefits which he receives. There are philosophical and physiological reasons for men's smoking, and it is not a mere idle pastime and a useless waste of money, as so many are prone to declare. It has its uses and they are no slight ones. The only harm resulting is from the abuse, not the use. It is well to remember that every good thing is harmful when it is abused.

BE thankful, Friend Clerk! Thankful for what? Why, be thankful that your daddy wasn't rich. If he had been rich the chances are that you would have started at the top and gone down to your level. And let me tell you the operation is a painful one without ether.

It's all right for the boy and his sled to coast down hill, but not for the rich boy and his money.

Now, lucky dog, here you are a clerk in a cigar store. You have a chance to rise from the ground and go up, just like an airplane. The whole world lies before you, just like an oyster; all you've got to do is get a knife and open it.

I've talked to many a big and successful man; and every mother's son of them has said that the greatest happiness a man can have is working and succeeding. All you have to do is to get it in your noodle that it is fun to work—get it in good and hard—and the succeeding is easy.

Look at the inspiring examples of poor boys who had this idea—Edison, the wizard; Curtis, the publisher; Gary, president of the Steel Trust; Rea, president Pennsylvania Railroad; Schwab, the great steel man; Daniel Willard, president of the B. & O.

The world is yours, my boy! Go and take it!

I KNOW a clerk. He's in a cigar store. He is kept pretty busy. When he isn't waiting on customers there are many other duties to be done, and he does them like a good-fellow.

Yes, he's a hard worker.

But he don't get ahead, and I fear me much that if he don't change his ways he never will get ahead.

And I'll tell you why.

It is because he works most with that part of his body below the collar. He uses his muscles more than his grey matter. He don't think.

Now let me kindly tell you, Friend Clerk, that every man in this country has entered a race, and is now running the course.

This applies to every one, without a single, solitary exception. And, believe me, everybody is anxious, from the President of the country down to the errand boy of a little shop, and all the way between.

The game is hard, many fail, and receive disappointment. You want to succeed. Well, then, think. Think about your business, your duties, how you can help make the business grow. Read, study, talk, ask questions. Watch, develop yourself, put your thoughts in your work. In some way, unknown to you, all this will help you wonderfully to win in the Great Race.

LEAF MARKET JOTTINGS

IN Lancaster County, there is more or less constant activity among buyers in the lower end of the county who are driving around looking for unsold crops, and they all seem to find some, mostly of poor quality at low prices, with an allowance on previous prices for better grades.

There has been a very rapid development of plants. After lingering behind, all expectations, for several weeks they seemed to take a sudden start, and a very considerable portion of the crop has been planted in some sections, and by the time this article reaches the reader the whole crop will be in the ground.

There is no scarcity of plants; large growers have ample beds of their own and a number, who make a specialty of growing them also for sale, have an abundant supply.

So far as can be ascertained the 1920 crop far exceeds the 1919 crop, not only in soundness but in mildness and aromatic qualities, making it very superior for blending. The tobacco is generally rather thin and of light weight to the acre. This is good news to everyone connected with the business and will encourage the farmers to produce as large a crop as possible, and make it as good as possible.

According to the United States Agricultural Department, the Pennsylvania crop is about 11,000,000 pounds in weight below the average normal yield, and while the department makes occasional blunders, it is generally accurate. This means a big rush of buyers as soon as the tobacco is ready for sampling, and an early rush next fall of all the big buyers into Lancaster County. Also, the old tobacco will move.

Lancaster farmers have a very broad smile for visitors and sometimes a pitcher of very excellent sweet cider.

In reference to the situation in Wisconsin, the "Tobacco Reporter" on June 10 said in part that from the standpoint of the communities where the 1920 leaf has been put up the season now closing has been a most fortunate one. The employment given to so many people has not only furnished a great many people with a steady income, but it has tended to keep local business moving on a cash basis.

As the assorting season closes, the stemming season opens. The stemming concerns have bought large quantities of 1920 tobacco and they will be running good sized crews throughout the summer.

The activity in buying from first hands has been very light at all points during the past week; so light, in fact, that compared with the volume of the supply available, there has been an almost oppressive quietness.

The week has been a beneficial one upon the plant beds. The cooler nights have checked the upward shoot of the plants, and tended to give them a sturdy growth. Still enough plants were forced to the size of maturity for the open field to cause quite a general transplanting in nearly all areas. The growers are, however, holding back and setting only such portions of the fields as are required to take care of the plants that are ready. The cooler weather will permit most of the growers to hold off with the large end of the acreage to be planted until next week, which is about the normal season for transplanting. There is an abundance of plants.

In the South, the principal interest has been created by certain wild reports of serious danger to the Florida and Georgia crops and incidentally to the whole tobacco crop of the country; but the spots on the leaves were identified as not a new disease but an old-timer, the pernospora hyosamii, which disappeared in a few weeks, with an estimated damage to the crop of not more than one per cent. Reports concerning tobacco, not issued by experienced tobacco men, should be received with great caution.

Richmond, Va. warehouses for sales of loose tobacco closed for the season on June 3, with a collection of odds and ends of the crop. The final average was $7.53. The farmers' organization has redried and packed about a million pounds of sun-cured tobacco, which is in a pool, and shortly will be available to buyers.

The Bureau of Crop Estimates in its bulletin of May 28 says that Louisiana is in good condition in the Pengue section; Maryland has plenty of plants and will have her usual acreage; North Carolina indicates a cut in acreage; Tennessee has complaints of plant shortage, due to insect damage, rust or wildfire. Virginia, too wet for preparation and planting.

Southern growers are making strenuous efforts to secure enough contracts by July 1 to establish the proposed co-operative marketing association in their States.

In Kentucky the setting out of plants has been rushed since the first of June in most sections, but around Richmond it has generally been too dry. Lexington reports that a small amount of tobacco has been set in the Burley district; most of the setting has been

(*Continued on Page 20*)

National Cigar Leaf Tobacco Association Continues Its Constructive Work

IN Hartford, Conn., on June 6, the National Cigar Leaf Tobacco Association convened for its twenty-third annual convention. Here there gathered about two hundred members of the cigar leaf fraternity for a two-day session destined by the records to mark another progressive and constructive step forward in the march of this organization toward still greater accomplishments.

After the call to order by President George Berger, in the ball room of the Allyn House, Fred Griffin, president of the Connecticut Leaf Tobacco Association, welcomed the delegates, members and visitors to Hartford and assured them of a visit that would be long remembered.

To this welcome President Berger gracefully replied, and then presented his annual report.

The points set forth in the report are fully covered by the resolutions adopted by the convention, which appear on another page.

Treasurer Jerome Waller then read his report, which showed a net gain of six members, bringing the total membership of the association up to 221. The finances of the association were shown to be healthier than for a long time, there being an apparent surplus of $425.

Prior to the adjournment of the morning session President Berger appointed the Resolutions Committee, with Harry Rothschild as chairman, L. B. Haas, Chas. Fox, L. R. Nolt and W. J. Lukaswitz.

At the afternoon session Michael Hirsch, of J. Hirsch & Sons, Ltd., cigar manufacturers of Montreal, Que., representing the Dominion Cigar and Tobacco Association, made a brief address.

Mr. Hirsch gave some interesting statistics showing that of the 37,000,000 pounds of tobacco and cigar leaf imported into the dominion last year more than 20,000,000 came from the United States.

He emphasized the fact that the cigar standards of Canada have risen rapidly and that the manufacturers of the dominion are as critical and exacting in their selections of leaf as any cigar manufacturers in the world.

To the Connecticut Leaf Tobacco Growers' Association, Mr. Hirsch paid his compliments. Not only did he mention the high plane of efficiency which had been reached in the growing of Connecticut leaf, but, said he, "they have succeeded in producing an article which I am free to admit, after an experience of over a quarter of a century, meets all the requirements of a cigar wrapper proposition better than anything else ever grown anywhere in the world."

In concluding, Mr. Hirsch appealed to the convention not to let the politicians "put up any barriers to vex, nor embarrass, one another." He referred to the Emergency Tariff Act as serving only to create artificial conditions which aggravate and accentuate differences. Canada, said Mr. Hirsch, surely is a customer worth treating with every consideration.

Mr. Hirsch closed his address with an invitation to those present to visit the city of Montreal in the province of Quebec, which he described as "the only really genuine simon pure oasis in the American prohibition desert."

A telegram from Henry P. Hochstein, of Milwaukee, was read in which he expressed his regret at being unable to come to Hartford, but on behalf of the Milwaukee members extended a cordial invitation for the convention to convene in that city in 1922.

The question of combating anti-tobacco propaganda was ably discussed by Joseph Mendelsohn, chairman of the special committee appointed last year, in the report which he presented.

The report stated that in the opinion of the committee the "antis" are beginning to lose ground. As an example there was cited that in Utah only have they been able to get a law against smoking on the statutes, while in three other states similar bills were defeated by decisive majorities.

The report praised the work of the Tobacco Merchants' Association and asked that the National Cigar Leaf Tobacco Association give to the T. M. A. unstinted support, "not only morally through flowery resolutions, but also financially to an extent which would show the appreciation of this association."

By unanimous consent resolutions calling for the repeal of the Cantrill law, asking for price maintenance legislation, and favoring assistance for the improvement of tobacco types, were introduced and approved.

The convention then adjourned until 10.30 A. M. Tuesday, June 7.

In the evening the Connecticut Leaf Tobacco Association entertained the delegates and members at a dinner at the Hartford Club.

At seven in the evening the diners assembled at the Hartford Club, where some little time was devoted to renewing old acquaintances and making new ones.

Then came the banquet, which proved to be complete in every detail. The hosts overlooked no item either large or small that could add to the pleasure of the evening. There were no speeches but a vaudeville entertainment was provided during the entire evening.

On Tuesday morning the convention was convened at 10.30 and the Resolutions Committee immediately began its work, which is represented by the resolutions printed hereafter.

One resolution fell by the wayside because Treasurer Jerome Waller strenuously objected, as watch-dog of the treasury, to adding even five cents to the present expenses unless absolutely necessary. His contention was upheld.

When it came to the resolution regarding the rate of duty on leaf tobacco, L. B. Haas presented a minority report in which the National Cigar Leaf Tobacco Association declared itself neutral upon the question of tariff, and asked for its adoption in place of the resolution representing the majority report which called for a duty on leaf tobacco wrappers of not more than $2.

A roll call was demanded upon the vote on the minority report. It was taken and the motion to substitute the minority report for the majority report was lost by a vote of 30 to 5.

Mr. Haas immediately placed a second resolution before the convention to be substituted for the resolution representing the majority of the committee. This second resolution called upon the Government to place a tax on wrapper tobacco, if additional revenue is found necessary, and not to increase the stamp tax on cigars.

A lengthy debate followed, Mr. Griffin speaking in defense of the domestic leaf. His arguments were answered by Chas. Fox and Harry Rothschild and upon a vote to decide this new motion the minority again lost by practically the same vote as before.

Fred Griffin asked for the reading of the majority report, and after this was done offered a motion to substitute $2.35 for $2.

Once more the debate raged. Mr. Rothschild and Joseph Mendelsohn voiced their disapproval, and Treasurer Waller then read a telegram from the Chicago delegation, in which they stated that in view of the difference of opinion of the members as regards the tariff on wrapper leaf tobacco they preferred to remain at home.

Ben Haas then asked for the floor and stated that since the Government needs more revenue the thing for the convention to decide is to ascertain where that tax can be placed with the least hardship.

Harry Rothschild then stated his respect and admiration for the gentlemen from Connecticut, but said that their views on the tariff did not agree with the views of other members.

Mr. Griffin's motion was then brought to a vote and was defeated by practically the same majority as on the other two votes, 30 to 5.

The election of officers followed the report of the Resolutions Committee.

George M. Berger was elected president, Milton H. Ranck was made vice-president, Jerome Waller succeeded himself as treasurer, and Fred Miller, of Cincinnati, was elected to the office of secretary.

The place for the next convention was left to the Board of Directors.

The convention then adjourned.

In the afternoon automobiles were at the Hotel Heublein to take the visitors anywhere they wished to go.

The report of the Credentials Committee, Jerome Waller, chairman, announced the following list of delegates and alternates:

Lancaster.—A. B. Hess, Jacob Bowman, L. H. Nolt, Herbert Weaver, H. H. Snyder, M. Rosenthal, C. W. Smith, J. H. Mumma, T. D. Schertzer, Jay Nissly, Benjamin Schwartz, J. W. Duttenhoffer.

New York.—Frank A. Bach, Wm. S. Brill, Henry Fisher, Robert Gans, Charles R. Goldsmith, Frederic Lederer, Percival R. Lowe, Henry Oppenheimer, Benno Rosenwald, Harry S. Rothschild, Milton Samuels, Philip M. Wasserman, Carl W. Wobbe, Ernest Ellinger, Charles W. Duignan, J. Fred Frese, Milton Greenhall, Ben Hamburger, David Heyman, E. L. Kohlberg, Geo. Levy, Chas. Meissner, S. Mendelsohn, Jonas M. Rosenthal, Stephen G. Ruth, M. J. Simmerman.

Hartford.—S. Fassler, G. Hartman, F. B. Griffin, A. N. Shepherd, A. Newfield, M. J. Gans.

Philadelphia.—Samuel Grabosky, H. Valenchik, Charles M. Hipple, Maurice Crane.

Dayton.—S. Major Newberg, M. E. Stern.

Cincinnati.—Fred W. Miller, William Staun.

Directors Present and Voting.—Fred Block, A. W. Kaffenburgh, Christ Nolt, William J. Lukaswitz, W. F. Fuller, John R. Young, Maurice Hartman, Joseph Goldberg, Carl W. Wobbe and Henry Hochstein.

The individual firms entitled to one-seventh vote each were as follows:

I. W. Strasser, Albany; Keiser & Boasberg, Buffalo; W. L. Witner, Binghamton; John Brand & Co., Goff, Way & Brand, W. H. Raylea & Co., J. R. Reynolds, Geo. M. Wood & Son, Elmira, N. Y.; Lowe & Wells, Big Flats, N. Y.; L. Kauffenburgh & Son, B. A. Kaiser, Boston; W. M. Gemmill & Co., Jacob Stoeang, Red Lion, Pa.; Krause & Co., G. W. Lentz & Sons, Baltimore, Md.; Imperial Leaf Tobacco Co., Jaskulek & Fryer, Charles Semon & Sons, H. Schlessinger & Son, Cleveland; Chas. Toedtman, Miamisburg, Ohio; G. J. Helmerichs, Hibbeler Leaf Tobacco Co., Nunn-Buse Co., Fred Opp Leaf Tobacco Co., St. Louis, Mo.; A. Stromberg & Co., Minneapolis, Minn.; P. Herbold Leaf Tobacco Co., Los Angeles, Cal.; W. Dickinson, A. Jensen & Sons, McIntosh Bros., W. B. Wentworth, M. L. Corrier, Edgerton, Wis.; Hochstein Bros., Sternemann Bros., Milwaukee, Wis.; Jefferson Leaf Tobacco Co., Sparta, Wis.; Fernando Alvarez, Catano, P. R.

The Resolutions Adopted

The resolutions, with one minor exception, which were presented at the Twenty-third Annual Convention of the National Cigar Leaf Tobacco Association in Hartford, Monday and Tuesday, June 6 and 7 inst., were all read, discussed and adopted as presented. Together with the preambles, they are complete, as follows:

Anti-Tobacco

Resolved, That the N. C. L. Association contribute $500 from our treasury to the Tobacco Merchants' Association to help combat the anti-tobacco legislation.

* * *

Free Zones

Whereas, Congress is now engaged in a comprehensive revision of the traiff laws, including customs administrative provisions; and

Whereas, The adoption of a free zone policy has come to be recognized by progressive merchants and manufacturers to be of great importance to the industrial welfare of the country; and

Whereas, As pointed out by this Association on previous occasions, the establishment of free zones would be of great advantage to the cigar leaf grower as it would permit the cleaning, grading, and repacking of foreign leaf at American ports without the payment of duty; would enable domestic cigar manufacturers to build up a substantial export trade by combining domestic leaf with duty free foreign leaf; would create an unlimited demand for domestic leaf for the making of cigars for export, while in no way reducing the tariff protection afforded domestic leaf or the cigars made therefrom for home consumption; therefore, be it

Resolved, That the National Cigar Leaf Tobacco Association in annual convention assembled reaffirms its endorsement of this legislation, and again urges Congress to give favorable consideration to the free zone plan in connection with such amendments as may be made to the customs administrative laws during the revision of the Underwood-Simmons Tariff Act now in progress; and be it further

Resolved, That copies of this resolution be forwarded to the chairman of the Ways and Means and Finance Committees.

* * *

Reshipping of Scrap Tobacco

Whereas, Article 10 of T. D. 2947, Internal Revenue Regulations, reads; "Scraps Tobacco, the refuse or leaf tobacco, waste and broken leaf which accumulates in the hands of the dealer of leaf tobacco and have never been in the hands of a manufacturer of tobacco or cigars, may be shipped and delivered, put up in hogsheads, cases or bales, to other registered dealers in leaf tobacco, or to qualified manufacturers of tobacco or cigars, or for export"; and

Whereas, The Collector of Internal Revenue in New York has refused to allow registered dealers in leaf tobacco to enter in book No. 59 importations of leaf scraps packed in bales, a product of stemming plants, from Cuba and Porto Rico and insists that the dealers or importers, registered as dealers of leaf tobacco, shall make such entries in a tobacco manufacturer's book, and further,

Whereas, The Collectors and the Commissioners of Internal Revenue in Philadelphia and Washington allow such entries to be made in Book 59, therefore be it

The Banquet at the Hartford Club, where the N. C. L. T. A. were guests of the Connecticut Leaf Tobacco Dealers' Association

Resolved, That the officers of the National Cigar Leaf Tobacco Association be instructed to take steps to bring about harmony of action pursuant to the law and regulations in all Internal Revenue Districts.

* * *

Re Associate Membership

After Paragraph 5 of the Constitution, insert the following:

Cigar manufacturers shall be eligible to Associate Membership in this Association upon payment of dues at rates ranging from $5 to $25 per annum, at the discretion of the executive officers. Such associate members shall be limited to the privilege of the floor except at meetings specially restricted to the active membership and shall have no vote.

* * *

Standardization of Leaf Tobacco

Whereas, The Bureau of Markets of the Department of Agriculture notwithstanding limited appropriations and unavoidable delays is now making substantial progress looking to the classification and standardization of cigar leaf tobacco; therefore, be it

Resolved, That the National Cigar Leaf Tobacco Association again affirms its hearty endorsement of the work of the bureau and pledges its full co-operation in carrying out the project; and be it further

Resolved, That the Legislatures of the various cigar leaf growing states are hereby urged to make liberal appropriations to provide co-operation with the Federal authorities in carrying on this wok; and be it further

Resolved, That the president of the National Cigar Leaf Tobacco Association is hereby authorized to re-appoint the special committee of the Association originally created at Lancaster, two years ago, with full authority to confer with officials of the Government from time to time, and to agree upon an official classification of all the important types of American cigar leaf tobacco; and be it further

Resolved, That copies of these resolutions be forwarded to the Secretary of Agriculture and to Mr. Frank P. Wilkinson in the Bureau of Markets in charge of the work of standardization and classification.

* * *

Proposed Increase in Cigar Tax

Whereas, Recommendations have been made to Congress by the Treasury Department for increased internal revenue tax on cigars; and

Whereas, The production of cigars for the first four months of the present calendar year has been at a lower rate than in any other year since 1900; therefore be it

Resolved, That the National Cigar Leaf Tobacco Association in convention assembled hereby earnestly protests against any further increase in the present internal revenue tax on cigars, on the ground that the existing rates are already unduly oppressive and that the present rates are substantially above the scientific revenue point, and that any further increase will not only prove disastrous to the industry, but will materially reduce the total amount of taxes to be derived therefrom; and be it further

Resolved, That copies of this resolution be forwarded to the Chairmen of the Ways and Means and Finance Committees and to the Commissioner of Internal Revenue.

* * *

On Improving Cigar Leaf Types

Whereas, The types of cigar leaf tobacco now grown have greatly deteriorated both in growth and quality over a large area of the cigar leaf tobacco-growing states, and unless this condition is improved, the results will be detrimental to the tobacco-growing industry; and,

Whereas, The agricultural experiment stations in different sections do not have the facilities or sufficient means at their command to specialize in the culture of tobacco; and,

Whereas, The grower of cigar leaf tobacco is of enough importance in those states which are interested, that larger State appropriations should be made for this purpose; therefore, be it

Resolved, That the National Cigar Leaf Tobacco Association in Convention assembled, do declare itself that realizing this condition which now exists, is heartily in favor of making every effort possible to assist the tobacco grower toward improving the present types of cigar leaf tobacco now grown in this country and hereby instructs the officers of each local organization to confer with the tobacco growers in their section in order that their State representatives shall become acquainted with these facts and use their best efforts to have an increase in state appropriations made, to be used by their agricultural experiment stations, for the specific purpose of the cigar leaf tobacco industry.

* * *

Proposed Sales Tax Law

Whereas, Measures have been introduced in both houses of Congress contemplating the repeal of the excess profits tax and sundry other taxing provisions of the Internal Revenue Laws and the substitution therefor of a sales tax; and

Whereas, The excess profits tax has long ceased to function in accordance with the intention of Congress and is now chiefly a burden upon small and conservatively capitalized business; therefore, be it

Resolved, That the National Cigar Leaf Tobacco Association strongly urges upon Congress prompt repeal of the excess profits tax and earnestly petitions Congress to enact in lieu thereof a retail sales tax measure at one per cent., or a turnover tax at a rate of not to exceed one-half of one per cent., the burden of which would be distributed over the consumers of the country in direct proportion to their ability to pay it; and be it further,

Resolved, That copies of these resolutions be forwarded to the Chairman of the Ways and Means and Finance Committees.

The Duty on Wrapper Leaf

Whereas, Any rate of duty on wrapper leaf tobacco above $2.00 per pound would under existing conditions necessitate an increase in the retail price of cigars, which would mean a heavy decrease in production and consumption, or would compel cigar manufacturers to reduce the wages of their workmen, or cut the prices they could pay the farmers for filler and binder leaf tobaccos; therefore, be it

Resolved, That the N. C. L. T. Association in annual convention assembled hereby earnestly protests against the incorporation in the permanent tariff bill of any rate of duty on wrapper leaf tobacco above $2.00 per pound; and be it further

Resolved, That copies of this resolution be communicated by telegraph to Representative Fordney, Chairman of the Ways and Means committee, Representative Longworth and Representative Hawley, Chairman of the Sub-Committee on Agriculture, House of Representatives, Washington, D. C.

This tariff resolution seemed to be the only bone of contention which bobbed up in the convention. The Connecticut delegation offered two minority reports, but they were voted down.

* * *

Repeal of the Cantrill Law

Whereas, The experience of the past year has served to further demonstrate the impossibility of securing reliable quarterly reports of stocks of leaf tobacco as the result of the compilation of returns made to the Census Bureau pursuant to the Cantrill Law; and

Whereas, The work of the Census Bureau in the preparation of this quarterly compilation and the labor and expense imposed upon the trade in making the quarterly reports incident thereto, are unnecessary and unwarranted duplications of the labor performed by the Intenal Revenue Bureau, and by the trade in co-operation therewith under conditions which make for the highest possible accuracy; therefore be it

Resolved, That the National Cigar Leaf Tobacco Association in annual convention assembled, heartily endorses the movement now on foot in Congress to eliminate the duplication of work by the executive departments and urge the repeal of the Cantrill Law to the end that these quarterly reports of stocks of leaf tobacco shall be compiled by the Internal Revenue Bureau from the official figures supplied thereto by the trade pursuant to the existing Internal Revenue Laws and Regulations; and be it further

Resolved, That copies of these resolutions be forwarded to the Commissioner of Internal Revenue and to the chairman of the Census Committees of the Senate and House of Representatives.

Proposed and adopted.

* * *

Price Maintenance Legislation

Whereas, By several important decisions handed down during the past year by the United States Supreme Court and the United States Circuit Court of Appeal the right of the manufacturer to fix resale prices of his products and to refuse to deal with price cutters has been reaffirmed; and

Whereas, These decisions afford relief to manufacturers of nationally-known goods but in no way assist the small producer whose trademarks are not widely advertised, as the highest courts have declared that under the present law written contracts for the maintenance of resale prices are invalid; therefore, be it

Resolved, That it is the sense of this convention that appropriate legislation similar to that contemplated in the so-called Stevens Bill, legalizing the fixing of resale prices by manufacturers with proper safeguarding of the interests of the consumer should be enacted by Congress at the earliest practicable date; and be it further

Resolved, That copies of this resolution be forwarded to the chairman of the House Committee on Interstate and Foreign Commerce.

Proposed and adopted.

* * *

Cigar Manufacturers to Become Associate Members

Whereas, The interests of the cigar manufacturer are practically identical with those of the cigar leaf dealer with respect to the chief problems of tariff and internal taxation, price maintenance, labor, transportation and general welfare; and

Whereas, The National Cigar Leaf Tobacco Association in many hard-fought campaigns has proven its loyalty to the cigar manufacturing trade, and therefore, has earned its confidence and support, therefore be it

Resolved, That it is the sense of this convention that the constitution of the National Cigar Leaf Tobacco Association should be amended so as to create an associate membership to be composed exclusively of cigar manufacturers with rates of dues ranging from $5 to $25 each, according to the number of cigar makers employed, such associate members to have the privilege of the floor at all meetings of the association not especially limited to active members, but not to exercise the voting privilege.

Resolution proposed and adopted.

* * *

Retiring Officers

Resolved, That the Association tender its thanks to the retiring officers in appreciation of their faithful and untiring services during the past year.

* * *

Washington Representative

Resolved, That the Association retains the services of William L. Crounse as its Washington representative at the rate of compensation as heretofore.

* * *

Thanks the Trade Press

Resolved, That we express to the tobacco trade journals our thanks for and appreciation of their work during the past year in the interest of the trade.

* * *

Thanks the Connecticut Leaf Tobacco Association

Resolved, That this convention tender the Connecticut Leaf Tobacco Association its heartiest thanks for the splendid manner in which it entertained the convention and visitors.

TUFF!

Just when we had our eyes all sot and rested up and were looking forward to a wonderful summer, we learned from the Dry Goods Economist that the girls are to carry shawls this year and are to use the shawls to put over their knees when they sit down. Dawggawn! Ho, Hum! Mon Dieu! Blawst It! Diablo! Ach Himmel! Dammit!—"Cincinnati Enquirer."

When they do we will start singing the "Star Spangled Banner."—"Tobacco World."

"Prohibition law has teeth in it." A few—but sometimes it seems that, like the teeth of old Bill Jones, "there ain't none of 'em opposite."—"Boston Transcript."

"ROBERT EMMET" GOING BIG

ALL the world loves a winner, so they say, which must account to some extent for the tremendous strides made in the past few months by the "Robert Emmet" cigar, produced in Detroit by the Spietz Cigar Company.

The growth of the business has compelled the removal of the company's headquarters to a new factory at Harper & Seneca Streets. Here Charlie Spietz may be found endeavoring to bring the production up to the demand.

It is not amiss to point out that Charlie Spietz, who originated the blend of the "Robert Emmet" cigar, is without question one of the greatest blenders of tobaccos in the United States.

The brand is packed in three sizes. A brevas packed in drums of fifty to retail at 10 cents each, elegantes packed fifty to the box at two for 25 cents, and the invincible packed fifty to the box retailing at 15 cents each.

It is worth remembering that Charlie Spietz blended the only brand that ever approached the one hundred million per year mark, packed exclusively in tins. It is therefore not strange that the brevas size of "Robert Emmet" is out-selling in Detroit several nationally known brands retailing at a lower price.

Tom Monroe, vice-president of the company, has already opened up St. Louis and Denver, where the cigar "caught on" at once. Other territory will be opened up shortly.

Jobbers who are interested in securing the distribution of "Robert Emmet" in their territory should lose no time in getting in touch with Detroit headquarters.

TOBACCO ASSO. TO MEET IN WASHINGTON

The secretary and treasurer of the Tobacco Association of the United States is receiving letters of enquiry about the annual meeting of the Association which will be held this year in Washington City, on June 30, July 1 and 2. The headquarters of the meeting will be at the famous Powhatan Hotel, where special rates for the occasion have been secured. Secretary Webb announces that he has also received letters from railroad men who are anxious to arrange for transportation. The secretary also says that this is the first time in the history of the association that an annual meeting has been held at the capital of the nation and that on account of conditions confronting the trade at this time Washington is the very best place for the convention. Every tobacco man, big and little, in all branches of the trade, should co-operate with the officers of the United States Tobacco Association in the coming meeting, because it is to every tobacco man's interest to do so.

Tobacco men should not forget that Mr. T. M. Carrington, of Richmond, who has been president of the association since its birth more than twenty years ago, together with a few faithful helpers has from year to year been on the job in looking after the interest of the entire trade. It should not be forgotten that it takes time and money to accomplish important work when occasion demanded action, and it is therefore the duty of warehousemen, leaf dealers, manufacturers, supply men, etc., to co-operate in the work of the organization.

Corrugated Fibre Shipping Cases

GUARANTEED TO MEET ALL REQUIREMENTS FOR

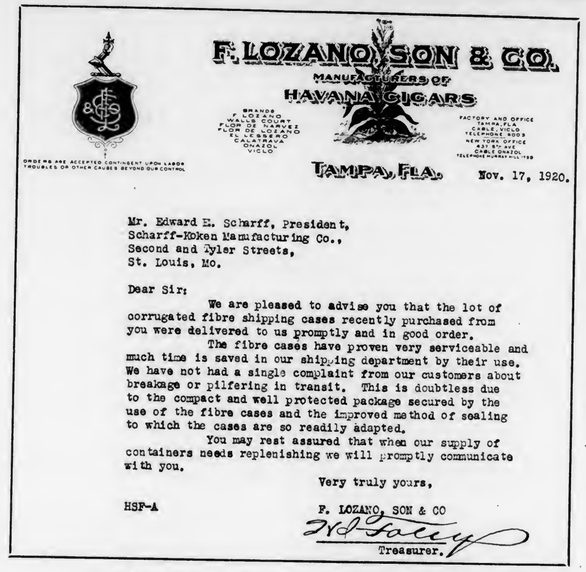
Freight, Express or Parcel Post

Cheaper Than Wood.

More Quickly Packed.

Take Up Less Space.

Save in Freight and Express Charges.



F. LOZANO, SON & CO.
MANUFACTURERS OF
HAVANA CIGARS

TAMPA, FLA. Nov. 17, 1920.

Mr. Edward H. Scharff, President,
Scharff-Koken Manufacturing Co.,
Second and Tyler Streets,
St. Louis, Mo.

Dear Sir;

We are pleased to advise you that the lot of corrugated fibre shipping cases recently purchased from you were delivered to us promptly and in good order.

The fibre cases have proven very serviceable and much time is saved in our shipping department by their use. We have not had a single complaint from our customers about breakage or pilfering in transit. This is doubtless due to the compact and well protected package secured by the use of the fibre cases and the improved method of sealing to which the cases are so readily adapted.

You may rest assured that when our supply of containers needs replenishing we will promptly communicate with you.

Very truly yours,

HSF-A

F. LOZANO, SON & CO

Treasurer.

Are Sealed to Meet Railroad and Express Regulations.

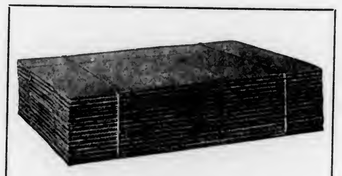
Less Danger of Stealage.

Full Instructions Furnished.

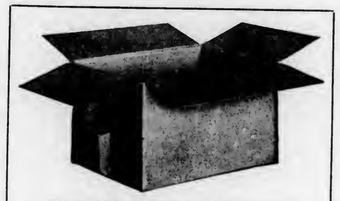
"A Dollar Saved is a Dollar Made"

Write us, stating dimensions—weight of contents—and whether used for Freight, Express or Parcel Post. We will make you very low prices and submit samples to suit your requirements.

There has been a very heavy decline in the market from last year's high prices, and it will pay you to investigate.



CORRUGATED BOXES REACH YOU IN FLAT BUNDLES, LIKE THIS



THEY ARE QUICKLY AND EASILY SET UP, LIKE THIS

SCHARFF-KOKEN MANUFACTURING CO.
ST. LOUIS, MO.

Talks By The Traveling Man

By Frank Farrington

THE train is an hour late," said Dick Somers as he placed his sample case carefully in between two seats in the waiting room and sat down by me.

"It might be worse," I responded, making room for him.

"Yes, it might have come in ahead of time and left before we got here, but it didn't, so now there is a good chance that bye and bye we shall make our escape from this fair city."

"You say it as if you didn't mean to compliment the city."

"Well I mean it in the sense that as a city it may be just fair, but it certainly is no better than that."

"I judge the cigar dealers in Bentwood haven't been kind to you," I said, kidding him a little.

"As a judge you'd make a chief justice look like a notary public," replied Dick. "There is just one dealer in this town who knows he is in business, but I'll say for him that he's a hummer. Do you know what he's just done? He's put in a gasoline pump out by the curb and he's selling gasoline at tank wagon prices for spot cash, just to get the motorists of the town coming to his place. He keeps a man to sell gas and gives good service, and he has a little, tall, standing show case that he sets out by the gasoline pump and in it he keeps the popular brands of smokes, and motorists buy them while they wait for gas and, of course, they buy other kinds that are not in the case, because if they don't see there what they want they ask for it. His windows and his outside signs help sales, too."

"What do the garage men and other gasoline dealers in town think of that? Doesn't it keep them from making anything on gas?" I asked.

"He says he thought about that and checked up before he went into it and he couldn't see where the garage people were sending him any business and he wanted the motorists' trade. It looks to me as if it was a wise cigar dealer that digs up some scheme for getting the automobile trade, because automobile owners are good spenders, most of them smokers, and they buy more than one cigar at a time. They come quick, go quick, and spend quick.

"He is always getting up some kind of an advertising novelty to give to the automobile folks, this dealer is. He got up a gasoline gauge for measuring the gas in the tank on cars that don't have a gauge built in. And he got up a little folder with a map of the roads into Bentwood and a table showing the mileage to different cities. And another thing he does is to have a bulletin board up in his store where all the main motoring roads are listed and after them he checks in every day the condition of the road as he finds it out by asking chauffeurs whom he knows. He keeps a set of road maps and blue books there where anybody can look at them. He has fixed up a counter or table where all this stuff is put together, and outside he has a sign up, 'Motoring Information Here Free!' He is going to add to his services, he says, by listing the hotels within a radius of 100 miles and I suggested that he list garages, too, and I think he'll do that, and probably put it all on the sign."

"He ought to put a big sign board at the entrance to the city on each road, advertising his free service," I told Dick.

"He's going to do that and is having them painted," was the reply. "The other cigar dealers in the city laugh at all this and say it's a fool way to spend your money, but I notice they are not getting the business and this live dealer is. I guess that's the answer. He's always been quite a hand for schemes to bring him the trade. When he started in he couldn't afford to pay for space in the city paper. It was too big for him, and anyway it went to a lot of people who were too far from him to be his customers. So he set about building up business by schemes of one kind and another. He always had something doing in his store. It might be a guessing contest on a five dollar bill's serial number, or on the number of pennies in a jar, or anything to get men to stop and take a chance because it didn't cost anything and they might win a prize. He aimed to make his place popular and to have it interesting so men would want to come again. You don't see any trashy sporting pictures in his store. He does decorate some with prints and signs, but they don't run all to legs like they do in some places. He says he isn't after the business of the cheap cigarette he-flappers that haven't more than a quarter in their pocket at a time."

"There's something to his idea, I think," I agreed.

"There's more to it than you think," Dick said. "This fellow is after the business of the substantial men of Bentwood. He knows what kind of men they are and he aims to run his place to suit them. He's located where they can get to him on foot or in their cars. He hires the kind of clerks that know enough to handle this trade right, to give customers careful, polite, not too hurried service. You can get waited on there in as little time as anywhere, but there isn't any of this slap-dash, slam-bang stuff with your cigars offered you with a jerk and your change tossed on the cash mat for you to pick up when you get good and ready.

"You don't have to ask for matches when the lighter doesn't work. For one thing, the lighter always works, and for another the matches are there where you can have what you want for the taking. He sells matches with vending machines, but you can help yourself to loose matches without feeling you are asking for something you ought to be paying for."

"He's a cigar man after my own heart," I told Dick.

"He's a cigar man after the notion of a lot of smokers, I've found. You don't have to stick around his place very long to see that he is getting the kind of business he is after, the business of the men who can buy the best there is to be had and who don't have to go through all their pockets first to see if they have the price. He's learned that these men like service and good stuff and plenty of variety and an interesting store where they can buy without being hurried. He says there's a class of trade he'd rather not have because it interferes with the class of trade he wants, and that's the trade of the kids just barely old enough to be smokers, but not old enough to be men. He's running a store for men, not for boys. There's that train now. It must be made up some time. Let's go!"

(All rights reserved.)

The Factory That Has Always Stood for "Open Shop"

From the time that Val M. Antuono first started to work as an apprentice boy in the factory which he now owns, until the present day, he has always stood steadfastly for the "Open Shop."

He knows from practical experience both as a cigar worker and a manufacturer that such a system works to the advantage of every sincere, conscientious worker—under this system both employer and employee get a square deal and no autocratic "Labor Leader" reaps the harvest of efforts of the workers nor dictates to the manufacturer how he shall conduct his business.

VAL M. ANTUONO'S PRODUCTS

C. H. S. -:- SHANNA

DUKE OF BELCOURT CIGARS

Have demonstrated that "Open Shop" conditions can produce the highest quality products in the world and at the same time give the consumer an assured supply of his favorite "smokes."

VAL M. ANTUONO

TAMPA, FLA.

THE CULTIVATION OF TOBACCO IN JAVA

TOBACCO is cultivated in Java (1) by natives working independently of foreign supervision; (2) by natives under the supervision of European companies; (3) by European planters, who lease the land from the natives, hiring them to work; and (4) by European companies who lease large tracts of land from the sultans and princes. The cultivation of tobacco by the natives of Java, like most of the native agricultural effort, is carried on with no conscious effort to improve the quality of the product, the consensus of opinion being that such differences in quality as exist in the native production are due to the influences of the climate and soil. The cultivation of tobacco under the supervision of Europeans is centered in the residency of Bezuki, in eastern Java, and in the Vorstenlanden, which includes the principalities of Jokjokarta and Surakarta in the southern part of central Java. While the general process of cultivation is the same in both districts, the conditions of climate, soil, labor, and land tenure are not the same, and the product is of different qualities, although both find a ready sale in European markets, and American buyers get the best of the wrapper grades from both districts.

The rotation of crops includes one crop of tobacco from April to December, and three rice crops, requiring from four to five months to mature, making twenty-four months in all. In Bezuki three crops of rice are not usually possible, and one crop of maize or beans is substituted.

In the official customs returns for 1916 and 1918 the exports of tobacco from Java are listed under three grades. (1) Leaf tobacco, which is grown only by the estates under European control, is either consigned to the estate's agents in the Netherlands or sold direct by the estates. American buyers visit the principal centers yearly to make selections of this variety, the "American assortment" containing only the largest leaves of fine texture and light color. (2) "Krossak," or scrubs, is leaf tobacco of grades lower than wrapper tobaccos. It is mostly of native cultivation and is graded very exactly according to size, texture, and color. (3) "Gekorven" is a stripped and cut tobacco, made up of leaves that will not go into the "krossak" grades to good advantage, but are of fairly good quality.

As is the case with the sugar planters, the tobacco planters of Java believe the time to be near when they will be forced to use machinery. Experiments have been made with a small American tractor of the wheel type, but it was found to be too small and otherwise unfitted for the work. Planters are arranging to test a small American tractor of the caterpillar type and are watching the efforts of the Sugar Syndicate to get a suitable machine for use in sugar cultivation. The success of that effort will undoubtedly have an influence on their plans.

While the problem in the tobacco fields is similar in some respects to that of the sugar planters, there are fundamental differences. The sugar planters have skilled mechanics and repair shops connected with their industry while the tobacco planters have not. The sugar planters level the rice fields before planting, while the tobacco planters, especially in the Vorstenlanden, endeavor to preserve the contour, at least, of the rice fields. Sugar is planted in deep furrows from 4 to 5 feet wide and there is no series of successive plowing, while the tobacco fields go through a slow preparation for months before planting. The cultivation of tobacco requires light machines for the finer cultivation and yet the ground must be turned to a depth of 15 inches and some heavy ditching is to be done.

It is suggested that American manufacturers can assist the sugar and tobacco planters in solving their problems by sending drawings, illustrations, and prices of their machines to the proof stations, thus hastening the opening of a large market which, if developed, will add greatly to the prestige of American machinery in the Dutch East Indies.

MAY EXTEND PARCEL POST

The Post Office Department is also making an exhaustive inquiry into the domestic parcel post service, Mr. Hays announced not only with a view to remedying the evils of excessive breakage and loss and delayed payment of indemnities, but for the purpose of providing the department, for the first time since the inauguration of the service, with exact information as to its exact cost. Two committees are now at work on this problem, one a joint congressional and department committee, the other consisting of officials of the department.

It is realized in the department that the loss by theft and breakage is excessive, and steps will be taken to remedy the situation. The study of costs has been undertaken to enable the department to determine whether it would be profitable to undertake delivery service for retail stores. This service is already in operation in St. Paul, where the entire deliveries of a number of stores are handled by the post office, and the belief is that, if not profitable, the work is not actually being done at a loss. It has been suggested that the department make a drive for this business, which would enable merchants to do away entirely with their delivery services, maintained at great expense. No decision as to this will be made until the Postmaster General is in possession of accurate figures showing just what the cost of delivery of such parcels would be.

It was pointed out by Mr. Hays that if the merchants deposit their packages in their local post office, the department cannot refuse to handle the business and make delivery at the first-zone rate. If the accountants report that the business can be conducted without loss, however, and the department determines to undertake the task of making retail deliveries, a pick-up service would be inaugurated, similar to that of commercial delivery services, which would relieve the merchant of all work in connection with the delivery of purchases, other than the wrapping and addressing of the packages.

FREDERICK W. GALBRAITH DEAD

Colonel Frederick W. Galbraith, Jr., of Cincinnati, National Commander of the American Legion, was killed in an automobile accident near Indianapolis, Ind., on June 9. He was president of the Western Paper Goods Company; international vice-president of the Rotary Club, and vice-president of the Tobacco Merchants' Association of the United States.

Many tobacconists will doubtless attend the meeting in Washington, some will not attend, but all can join the association—or they should do so.

The Raleigh Tobacco Warehouse Co., Raleigh, N. C., recently organized, has elected the following officers: S. Brown Shepherd, president; Howard White, vice-president; Willis Smith, secretary-treasurer.

NEW TOBACCO FIRM IN ALEXANDRIA

J. S. Blackwell & Son have opened a wholesale tobacco store at 1117 King Street, Alexandria, Va. Mr. Blackwell was formerly engaged in business at Charlottesville, Va., and was district manager for the Liggett and Myers Tobacco Company for many years.

NO BLUE MOLD IN PENNSYLVANIA

Otto Olson, Federal and State tobacco expert whose territory is Lancaster County, has issued a denial that there is any blue mold or "wild fire" in the tobacco of Lancaster County. Furthermore Mr. Olson states that the reports of the epidemics in Connecticut and Florida have been greatly overdrawn.

In his statement Mr. Olson says:

"Alarming reports of great damage done by blue mold in Florida and 'wild fire' in Connecticut have worried our tobacco growers considerably, and I wish to reassure them by stating that, first, these reports have greatly over-estimated the damage, and second, we do not have any of these diseases in our seed beds here, as far as I know after considerable investigation."

ANTIQUITY OF SMOKING

The Tobacco Trade Exhibition in London was a reminder that there were probably smokers in England before the introduction of My Lady Nicotine.

Pipes have been found embedded in the mortar of churches built long before the people's first acquaintance with tobacco, and it seems only reasonable to conclude that the English people in those days smoked herbs of some sort or other, either medicinally or—is it possible?—for pleasure. It is known for certain that coltsfoot used to be inhaled for asthma, though whether through a pipe or not is a matter for conjecture.

The possibility may be judged from the record of an old Calvinistic minister who—shortly after the introduction of tobacco—was accustomed to smoke "a very small quantity of the Virginia weed mixed with horehound, yarrow and fool's foot."—"The Irish Tobacco Trade Journal."

EMBARRASSING MOMENTS

A school teacher during a spelling session had the following experience:

The scholars were very young. She pronounced the word "leg." The young miss who was to spell it was very modest and couldn't spell it, a big awkward boy blushed furiously when it was passed down to him and the next one spelled it.

"And what is the definition?" she asked, elevating her eyebrows encouragingly.

Nobody knew.

"Why, children," she insisted, "surely you know that! What is it of which I have two and a cow has four?"

There was an awkward pause for just a moment and then a small urchin at the foot of the class yelled out an answer. The answer has not yet appeared in print, but they do say that there was a vacation the rest of that day, while the teacher recovered consciousness.

WEYMAN-BRUTON CO. BUYS DILL FACTORY

The Weyman-Bruton Company, 1117 Broadway, New York City, has bought the old established and famous J. D. Dill tobacco factory at Richmond, Va. The business will be continued under its old name, with J. D. Dill as president and P. Robinson, secretary and treasurer, and the old brands, "The Dill's Best" and "Wain Bruce" brands of smoking tobacco, will still be among the leading products of the company.

JULIUS LICHTENSTEIN BUYS RESIDENCE AT LARCHMONT

Julius Lichtenstein has bought the shore residence of Mrs. W. H. Day, at Larchmont, N. Y. The property consists of three acres of land, with a dwelling, garage, gardener's cottage and greenhouse and a dock and float in Larchmont Harbor.

DIVIDENDS DECLARED

Dividends have been declared by the American Tobacco Company; regular quarterly dividend 1½ per cent. on preferred stock, payable July 1, to stock of record June 10. Liggett & Myers Tobacco Company, regular quarterly dividend 1¾ per cent. on preferred stock, payable July 1 to stock of record June 15. American Can Company, quarterly dividend of 1¾ per cent. on the preferred stock, payable July 1, to stockholders of record June 16. Otto Eisenlohr and Brothers, regular quarterly dividend, 1¾ per cent. on preferred stock, payable July 1 to stock of record.

A TWO-THOUSAND DOLLAR PIPE

A $2000 pipe, formerly the property of the Emperor of Austria, now is owned by Lan O. Shank, of Dayton, Ohio, into whose hands it fell owing to the political disturbances in Austria following the war when it disappeared from the palace of the Emperor. Behind the bowl and on the stem stand nine figures illustrating the experiences of eight youths smoking for the first time.—"Louisville Courier-Journal."

FLORIDA TOBACCO SCARE OVER

President Lichtenstein, of the American Sumatra Tobacco Company, has issued the following statement:

"We have just received the following telegram which we are authorized to give to the press, from Mr. E. B. McKenney, Pathologist, Laboratory of Plant Pathology, Department of Agriculture, Washington, D. C.

"'Disease in Florida and Georgia districts appears to have been checked. Damage to crop not exceeding an average of 5 per cent. confined chiefly to the sand leaves. You are authorized to publish this statement by the department.'

"The damage to the sand leaves is no loss to the company, as the sand leaves are worthless and are always left in the field, therefore, the company will sustain no loss whatever.

"This telegram confirms my previous statement in which I took exception to the opinion of the government's expert. While I am not a pathologist, yet my whole life's experience as a practical tobacco man has taught me not to become alarmed over these reports. I am very sorry that these reports emanating from the Department of Agriculture were apparently used to depress our stock, thereby disturbing innocent stockholders who became alarmed and sacrificed their stock, consequently suffering losses."

WD C TRADE MARK

When a Buyer Hesitates Between Several Pipe Styles

What do you generally do?

Do you tell him which one you think he ought to have, or do you let him fool away a lot of your time, only to pick out in the end one that he is not at all sure is the pipe he wants?

Quite often it is just as easy to sell a customer two or more pipes as it is to sell him one.

Especially is this true of the undecided man who wavers between several styles.

A man of this type is usually open to suggestion. He will be influenced by your judgment. And if your judgment sounds anything like "Why not take both of them?" you stand a mighty good chance of making a bigger sale.

Every smoker should have several pipes. And in a W D C assortment there are pipes for every man, every occasion, at all kinds of moderate prices.

WM. DEMUTH & CO.
NEW YORK

World's Largest Pipe Manufacturers

Leaf Market Jottings

(*Continued from Page 10*)

done by machine and the plants are growing fairly well. Versailles reports a great scarcity of plants and predicts a much smaller acreage in Fayette County this year than last year.

Madisonville markets have closed after a most profitable season, having sold about 2,500,000 pounds of leaf with a top price for the season of $55. Estimates of this year's probable acreage vary widely in different sections of the county. Some farmers say a half and others say the acreage will be about as usual.

They had a burgoo feast at Carrollton on June 4 in the interest of the proposed co-operative marketing association of burley tobacco growers. Growers from ten counties in Kentucky and four in Indiana were present and for the barbecue and burgoo there were ten steers and thirty sheep and uncounted chickens and other eats for the burgoo.

No information is available as to the result in signatures, nor is there likely to be until the returns are in after the first of July.

Official quotations of the Louisville Leaf Tobacco Exchange are as follows: 1919 Dark Red Burley, trash $3 to $7. Lugs, $10 for common to $22 for good. Common leaf $9 to $15; medium $22; good $30; fine $45.

1919 Bright Red, trash $5 to $10. Lugs, from $14 for common to $25 for good. Common leaf $16 to $22; medium, $25; good $40; fine $60.

1919 Colory, trash $7 to $12. Lugs from $14 for common to $40 for good. Common leaf $18 to $28; medium $35; good $45; fine $65.

1920 Dark Red, trash $3 and $4.50. Lugs $6 for common to $11 for good. Common leaf $6 and $8; medium $11; good $25; fine $35.

1920 Bright Red, trash $4 and $5. Lugs $8 for common to $12 for good. Common leaf $7 to $9; medium $20; good $30; fine $36.

1920 Colory, trash $6 and $8. Lugs $10 for common to $16 for good. Common leaf $10; medium $25; good $40; fine $55.

1919 Dark Crop, trash $3 to $5. Lugs $6 to $8. Common leaf $12; medium $16; good $20; fine $25.

1920 Dark Crop, trash $2 to $4. Lugs $5 to $6. Common leaf $6 to $8; medium $11; good $13; fine $20.

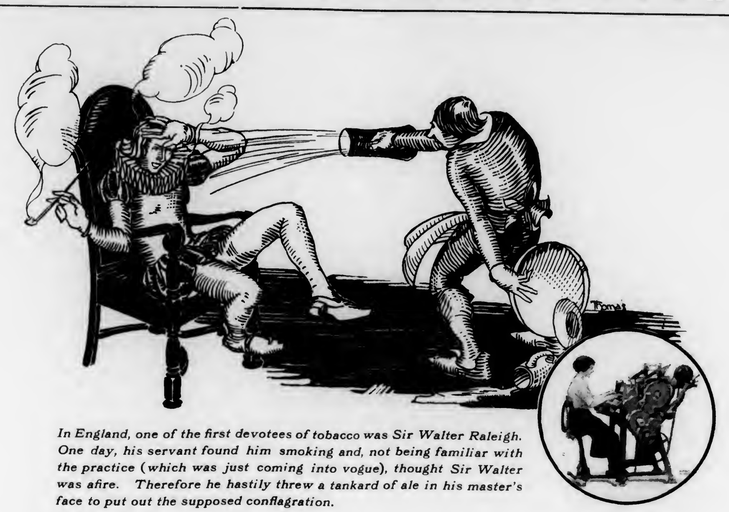
STORY TELLERS ADVERTISE CIGARETTES

The "Boston Transcript" says because ninety per cent. of the Chinese are unable to read, the professional "story tellers" were paid to weave into their tales a few lines of advertising and the plan was so successful that now the "story tellers" are put through a regular course of training.

While in a business that included selling cigars and tobacco products, we had the privilege of listening to the fairy stories of a large number of American cigar drummers, and as romancers, story tellers and all-around prevaricators we would match them even odds against those of any other nation who are engaged in the same profession.

The Chinese can follow a certain pattern, but have no originality, while an American cigar drummer would despise himself if he didn't have a new line of stories every trip.

UNIVERSAL HISTORY OF TOBACCO



In England, one of the first devotees of tobacco was Sir Walter Raleigh. One day, his servant found him smoking and, not being familiar with the practice (which was just coming into vogue), thought Sir Walter was afire. Therefore he hastily threw a tankard of ale in his master's face to put out the supposed conflagration.

IN Sir Walter Raleigh's time, labor was cheap, consequently the idea of waste-saving mechanical devices was practically unheard of. Today, the profits of the tobacco industry lie greatly in utilizing stock-saving and labor-saving machinery.

Turn Your Filler Tobacco Stems and Scrap into Profit

From 15% to 25% of your high-cost filler tobacco is practically wasted in the form of stems and scrap. This tobacco loss can be converted into a saving by crushing your filler tobacco on the Model F Universal Stem Crushing Machine.

This machine crushes (not corrugates) the stem to the thinness of the leaf, removing the gum moisture and rendering both leaf and stem smokable without in any way affecting the taste, aroma or burning quality of the finished cigar.

As a cigar manufacturer, keenly interested in reducing waste and increasing profits, you will want to know more about this machine.

Full Information on Request. Write Now.

UNIVERSAL TOBACCO MACHINE COMPANY
116 West 32nd Street, New York, U. S. A.
Factory: Newark, N. J., U. S. A.

UNIVERSAL TOBACCO MACHINE COMPANY OF CANADA, LTD.
108 St. Nicholas Building, Montreal, Canada

The Model C 3 Wrapper Register

The Model C 3 Universal Cigar Wrapper Register counts and registers one, two and three-cut wrappers in pads of fifty cuts.

A GRAND OLD BRAND

"Havana Ribbon"

FIRST in the choice of the critical smokers for 25 years. A time-tested trade-winner. The new tin box adds to the saleability of this choice cigar.

STOCK UP!

BAYUK BROS., INC.

Originators of the

BAYUK INIMITABLE BLEND and BAYUK INCOMPARABLE BRANDS

PHILADELPHIA

La Flor de Portuondo

Established 1869

GENUINE

Juan F. Portuondo

Cuban Hand-Made CIGARS

The Juan F. Portuondo Cigar Mfg. Co.

PHILADELPHIA

Notes and Comment

The United Cigar Stores Company has leased for a long term of years the entire ground floor of the building at 52 Broadway, formerly occupied by the Scandinavian Trust Co.

Building permits have been issued at Richmond, Va., to T. M. Carrington, of T. M. Carrington & Co., to build three storage warehouses on the Seaboard Air Line siding at Sixth and Morgan Streets.

The Tuck Cigar Co., Philadelphia, has moved from the southeast corner of Water and Market Streets to No. 4 South Water Street.

Duncan & Moorhead, of Philadelphia, have taken on the "Don Julian" cigar line, made by Gradiaz, Annis & Co., of New York.

A petition in bankruptcy has been filed against Constantine Tobacco Corporation, manufacturing cigarettes at 457 Broome Street, New York City.

The Raleigh Tobacco Warehouse Co., of Raleigh, N. C., has been organized with $40,000 capital by S. Brown Shepherd, president; Howard White, vice-president, and Willis Smith, secretary-treasurer.

As previously announced the annual meeting of the Tobacco Association of the United States will be held at the Hotel Pohatan, Washington, D. C., on June 30 and July 1 and 2.

The Premier Cigar Company has opened for business at Herkimer, N. Y., with headquarters in the Marion Block, Albany Street. R. A. Jordan and S. F. Holden, formerly with the Liggett & Myers Tobacco Co., are the principals of the firm.

A cigar factory will be erected at the south-east corner of Twenty-second and Main Streets, Richmond, Va., by John Foegge & Son, to cost $44,249.

The China-American Tobacco and Trading Co., Incorporated, formerly located at No. 2 Rector Street, New York City, are now permanently located in their new quarters at No. 25, Broadway, that city.

The following officers were elected by the Raleigh (N. C.) Tobacco Warehouse Company, which was recently organized: S. Brown Shepherd, president; Howard White, vice-president, and Willis Smith, secretary-treasurer.

The Auburn Tobacco Co. has been incorporated in Auburn, Ind., with a capital of $20,000. The incorporators are C. J. Belin, G. E. Muhn, J. L. Lewis and Minnie Muhn, all of Auburn, Ind.

SAMUEL DEALHAM, JR. DEAD

Samuel Dealham, Jr. died recently at Baltimore. He was vice-president and one of the founders of the firm of Kraus and Company, cigar manufacturers. Mr. Dealham was born in Alexandria, Va., and came to Baltimore as a young man. At the time of his death he was president of the Harmony Club and a member of several social clubs. He was fifty-four years old.

THE CUBAN TOBACCO MARKET

THE near future of the tobacco industry in Cuba, seems to have brightened up a little, since the news of the action that has been taken by the British Government, eliminating from the new budget the fifty per cent. *ad valorem* duties, has become a consummated fact. This naturally does not mean that the entire situation has improved, but it is a factor that most surely encourages a feeling of optimism among the tobacco people, because it contributes to the betterment of our manufacturing industry and at the same time sets an example of good faith on the part of Great Britain in rectifying her former action after having discovered that the measures taken were not the most practical that could have been adopted in behalf of their own interest. So let us all rejoice over the good news and make room for further improvements in our commercial relations with other world powers, that they may also see their way clear to rectify their intended legislation, and do away with the idea of increasing the duties on our cigars and tobacco, so that we may continue to ship them our manufactured products and our best leaf tobacco, making it profitable for both the exporting and importing countries.

The tobacco planters this season are planting much less than they planted last year, and if conditions do not improve within a reasonable period of time, then our production will still decrease a little more, for the simple reason that no one is willing to devote his time and attention to an unprofitable labor or business.

In many tobacco sections the leaf this year is not at all satisfactory, because most of the vegueros have been hampered on account of lack of ready cash to improve their lands, and consequently the crop will be a short one, although, as we have repeatedly stated in our previous writings, the quality seems to be good, and whoever gets a chance to buy what quantity they may need for their use at due time, will be a fortunate merchant or manufacturer. If our foreign friends continue to raise the duties on our tobacco and cigars, with the false pretense that they are endeavoring to protect their home industry, they will continue to manufacture cigars and sell them at a good price, right here at home, and will also ship some to the faithful smokers that will always be willing to pay whatever price our product will command on the market. As far as our leaf tobacco is concerned, in old times, when conditions were much worse than they are at the present time, we suffered more than one collapse, on account of bad crops, bad weather, revolutionary movements that destroyed most of the rural property, decrees of the governor generals, prohibiting the exportation of our tobacco leaf, and still we have always overcome the bad effects of all these calamities, and the Cuban leaf tobacco has always held its own and has finally regained whatever ground it had lost temporarily. Why should we feel so uneasy about the future of the Cuban leaf tobacco now? Let us all have faith in our own individual efforts and we will again pull through victorious.—Jose A. Lopez in El Tobaco.

THE GREENSBORO TOBACCO MARKET, INC.

The Greensboro Tobacco Market, Inc., at Greensboro, N. C., has been organized by a number of tobacco men of Greensboro and vicinity, with the co-operation of the Chamber of Commerce and the Merchants' Association. Application has been made for a charter authorizing a capital stock of $250,000. A. B. Joyner is chairman of the finance committee.

Cigar Boxes of Quality

Must be made from

Spanish Cedar

Emery

Cigar Box Lumber IS Spanish Cedar of QUALITY

Emery Standard and Uniform Grades Save Waste and Increase Production

The Geo. D. Emery Co.

IMPORTERS OF

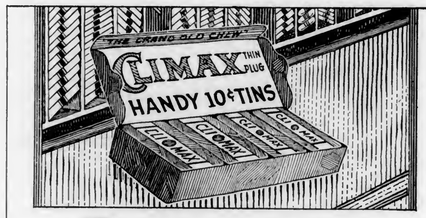
Fine Spanish Cedar Logs and Manufacturers of Highest Grade Cedar Cigar Box Lumber and Veneers

25th Street and Eleventh Ave.

New York City

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Life
Cigarettes
They'll hit you right—
Because our aim has been to make them mild, of Fine Turkish Burley Blend, and seasoned with Chocolate
FRAGRANT—DELICIOUS
Life
CIGARETTES
EXCLUSIVE PROCESS
.... UNION MADE ....
Patterson Bros. Tobacco Co., Tr.
RICHMOND, VIRGINIA
IF YOUR DEALER DOES NOT HANDLE THEM, WRITE US



CLIMAX
PLUG TOBACCO
THE GRAND OLD CHEW

To the Retailer:

The convenient 10¢ vest pocket tin will make many sales for you if kept displayed on your show case—(1 dozen 10¢ Tins in counter display carton)

Climax in the sanitary vest pocket tin is particularly satisfactory to users of Plug Tobacco who do not wish to carry a large cut of tobacco loose in the pocket.

P. LORILLARD COMPANY
Established 1760
Oldest Tobacco Manufacturers in the World

TOBACCO

THE month of May, in a normal year, marks the beginning of the cigar maker's best season and brings an increasing number of sales. An improvement has recently taken place in the cigar trade, but the business done is far below that of the same month in previous years. Nevertheless, the increased activity is encouraging. The greatest demand continues to be for cigars selling at eight or ten cents. Except in the case of a few standard and well-advertised brands, the more costly products are not finding very ready market.

Smokers are demanding a cheaper cigar, which is of course due to smaller incomes, reduced wages, and unemployment. The cigar trade, however, finds it impossible wholly to meet this want, although some manufacturers have reduced prices. One reason given is that the tobacco used in the present output of the factories was bought a year ago at high prices. Another is the wage situation. The wage scale has been reduced by many firms in varying degrees. Also the total of wages paid has been lessened by such means as reducing the force, shortening hours, demanding a better quality of work, or transferring workers from high-priced to low-priced cigar making, on which the rate of pay is lower. Yet wages are still above pre-war levels, and there is a sentiment among manufacturers in favor of retaining the present scale as nearly as possible. Another reason advanced to show the unlikelihood of any return to the five-cent cigar is the increasing taxation placed upon tobacco products by the government.

In spite of the small demand the cigar business is in a rather healthy condition. In most cases operations and sales have about reached a point of adjustment which prevents overstocking and at the same time furnishes a supply of cigars sufficient to meet ordinary needs. Some factories aim to keep slightly oversold all the time. This is arranged either by operating on full schedule with reduced forces or by running with a large force only part of the time. Throughout the industry in general, factory operations are less than 75 per cent. of capacity. A few large makers of medium-priced cigars report normal operations, but claim that ordinarily at this time of the year they should be constantly oversold. Distributors are buying on a strictly hand to mouth basis, keeping only such stocks on hand as will enable them to meet immediate requirements.

Because the business is of this character, there are no cancellations. Collections seem in most cases to be satisfactory.

The leaf tobacco situation presents a different aspect. All of the old tobacco is in the hands of the manufacturers. Most of them have just enough to meet their own needs this season. Consequently there is practically no trading in last year's tobacco. Nor are manufacturers buying new tobacco on any large scale. Whether this is due to a lack of purchasing power, to an expectation of a further decline in prices, to an inclination to "wait and see," or to a combination of these factors, is not clear. Binders and wrappers are scarce and are demanding high prices. A large part of the crop of Wisconsin binders is reported as having been bought by manufacturers. Most of the filler tobacco is in the hands of the dealers. Purchasing by manufacturers has not increased within the past month, and the price trend continues to be lower.

(Reprinted from the June 1 issue of the business report of the Third Federal Reserve Bank).

IN THE MIAMI VALLEY

THE general business situation throughout the Miami valley has changed but little in the past month, although several things are accepted as an indication of immediate better conditions. The trend of wages has continued slowly downward along with prices. However, it is thought that the "cellar" has been reached with the principal staple lines.

That the tobacco market situation is dependent very largely upon the efficacy of the foreign houses to handle the export trade is very easily understood. It is known that the abnormal situation in foreign countries created a condition of under-cosumption in tobacco products, and did away with all export trade for a period of five years. Now, since the acceptance by Germany of the Reparation Commission's findings, there is evidence of improvement in the foreign markets, and right now, as a result, our shipments to Germany have reached the million-dollar-a-day mark. This amount is not so great, but in lieu of the fact that our trade with Germany has been at a complete standstill, this amount might be considered large after all.

Even though the bank credit is still far above normal, it has been reduced in measurable proportions since January 1, and the money market does not suffer the strain of six months ago. This easing of the money market and expansion of credit comes very opportunely for the farmer, and is bound to exert its influence to a great extent, on all branches of farm industries, the tobacco particularly.

Inasmuch as farm work has been delayed by unseasonable weather, the next few weeks will witness a very busy time for the farmers. The transplanting of the 1921 crop is progressing steadily, and with the weather right, should be pretty well in hand within another week or two. It seems as though the 1921 crop is to assume much larger proportions than was at first estimated. Growers have received numerous inquiries from other growers throughout the valley relative to securing plants. In most cases, they have been promised plants, as there seems to be a goodly quantity available this year. Some farmers in the valley have been contemplating ploughing up their wheat, which is not up to the usual standard, and transplanting tobacco. This goes to show that the first prejudice with which some of the farmers viewed the raising of another crop is wearing off in time to insure a much higher 1921 crop, provided the plants hold out.

With the work of setting out the next crop well under way, and the foreign markets opening up, the tobacco market situation will be an interesting thing to study. With the improvement in the money market situation at home, and the foreign market abroad, we think that there is every reason why hope should be very highly stimulated.

A DEMPSEY PUNCH

When the Creator had made all good things, there was still some dirty work to do, so He made the beasts and reptiles and poisonous insects, and when He had finished, He had some scraps that were too bad to put into the rattlesnake, the hyena, the scorpion, or the skunk, so He put all these together, covered it with suspicion, wrapped it with jealousy, marked it with a yellow streak, and called it a KNOCKER.—"Hussey's Little Traveler."

F. LOZANO, SON & CO.
HAVANA CIGARS
TRADE MARK
F. LOZANO
FLOR DE NARVEZ
VICLO
WALLS COURT
EL LESSERO
CALATRAVA
REG. U. S. PAT. OFF.
FACTORY & MAIN OFFICE, TAMPA, FLA.
NEW YORK OFFICE, 437 FIFTH AVE., N. Y.

SAN FELICE
FOR GENTLEMEN OF GOOD TASTE

The National Choice For a Quarter of a Century
NOW BANDED
The Diesel-Wemmer Co.
MAKERS
Lima :-: Ohio

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
General Office and Factory, TAMPA, FLA.
Eastern Office
222 Pearl St.
New York
Warehouse
Havana
Cuba

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Danville, Va.
DEPT. A

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made fo every ten (10) additional titles necessarily reported. made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

FRANKLIN K. LANE:—42,124. For all tobacco products. May 21, 1921. American Litho. Co., New York City.

NESTOR:—42,126. For cigars. May 26, 1921. Morris Welcher, New York City. (Trade-mark claimed to have been in actual use a great many years by A. G. Kaufmann & Co., from whom by several transfers title was derived by registrant on May 25, 1921.

HALT:—42,127. For all tobacco products. April 7, 1921. C. B. Henschel Mfg. Co., Milwaukee, Wis.

MI DAILY:—42,128. For cigars. March 5, 1921. F. J. Jones. Stefens Point, Wis.

JAS. W.:—42,129. For all tobacco products. April 4, 1921. F. M. Howell & Co., Elmira, N. Y.

BOBACON:—42,130. For cigars. May 26, 1921. Grommes & Elson, Chicago, Ill.

CITY ART:—42,131. For cigars. May 18. 1921. Central Cigar Box Co., St. Louis, Mo.

WILLIAM C. DURANT:—42,132. For cigars, cigarettes and tobacco. June 1, 1921. The Moehle Litho. Co., Brooklyn, N. Y.

CLARK COUNTY:—42,133. For cigars. May 23, 1921. Charles Kienzle, Jeffersonville, Ind.

ANDREW CHRISTY:—42,134. For cigars. May 23, 1921. Charles Kienzle, Jeffersonville, Ind.

GOLDEN SCEPTRE:—42,135. For cigarettes. May 25, 1921. The Surbrug Co., New York City.

COL. F. W. GALBRAITH:—42,138. For all tobacco products. June 10, 1921. American Litho. Co., New York City.

TRANSFERS

ALLGOOD:—31,057 (Tobacco Journal). For cigars, cigarettes, cheroots and tobacco. Registered December 16, 1905, by American Litho. Co., New York City. Trasferred to People's Tobacco Co., New Orleans, La., June 4, 1921.

THE SAME CIGAR:—24,045 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered March 5, 1912, by Kaufman, Pasbach & Voice, New York City. By various transfers acquired by Cole Litho. Co., Chicago, Ill., and re-transferred to Lytle & Meyer Cigar Co., Chicago, Ill., June 6, 1921.

ESTOS SI:—16,786 (Tobacco World). For cigars, cigarettes, cheroots, chewing and smoking tobacco. Registered December 17, 1908, by S. Perez & Bro., Tampa, Fla. Transferred to Fernandez-Fernandez & Co., Chicago, Ill., May 10, 1920.

LITTLEMORE:—32,845 (Trade-Mark Record). For little cigars, cigarettes and tobacco. Registered June 26, 1907, by J. Englander & Co., New York City. Transferred to Petre, Schmidt & Bergmann, New York City, and re-transferred to K. Sachs & Sons, Brooklyn, N. Y., June 8, 1921.

D PENDO:—30,291 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered August 30, 1904, by H. C. Nolan & Co., Lansdale, Pa. Transferred to Smith Cigar Mfg. Co., Reading, Pa., April 23, 1921.

MISS TAMPA:—19,260 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered May 20, 1898, by Witsch & Schmitt, New York City. Transferred by American Litho. Co., successors to Witsch & Schmitt, to A. Yanez y Ca., Tampa, Fla., May 23, 1921.

NEW FACTORY FOR ZELDENRUST CO.

H. M. Zeldenrust Company of Bethlehem, Pa., are building a new factory at 422 East Fourth street, which they will shortly occupy. The company was recently incorporated with a paid-up capital of $50,000. H. M. Zeldenrust is president; Dr. I. E. Freed, treasurer, and Harold H. Zeldenrust, secretary. The factory is noted for the quality of its cigars.

ANNUAL OUTING AMERICAN TOBACCO CO.

The annual outing of the American Tobacco Co. forms the principal topic of the employees, amid much pleasurable excitement. It will be held on Saturday, June 25, 1921, at Cudia's Rye Beach Hotel.

Transportation will be by auto busses from 111 5th Avenue, to the hotel, with return busses from Rye Beach to Times Square. There will be the annual baseball game between the American Cigar Co. and the American Tobacco Co. There will also be athletic games for the men and women and other interesting features. Dancing will be both in the afternoon and evening, and a feature of the outing will be a swimming match, as well as bathing in the beautiful Long Island Sound.

There may be more people at some other outings but this one has grown to be a "big" one, with lots of joy in it and no dull moments from start to finish.

THE SECRET OF SUCCESS

Twenty years behind us teach us that if men working together in business, whether as stockholders, executives or employees, believe in themselves and in each other, they will find the great secret of success.

The common good of all is served by their common interest in what they do.

It was so with the United. It must be so anywhere.

There is no other sure way of the honest effort of all being rewarded.—"George J. Whelan."

The Standards of America

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs

MANUFACTURED BY

GEORGE W. HELME CO., 111 Fifth Ave., New York

The Tobacco World
Established 1881

Volume 41 June 15, 1921 No. 12

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

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PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 31ST STREET
BROOKLYN, N.Y.
HIGH GRADE CIGAR LABELS AND BANDS
170 WEST RANDOLPH ST., CHICAGO, ILL.
723 BRYANT STREET, SAN FRANCISCO, CAL.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
Cigar Labels, Bands and Trimmings
of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L. MANAGER
PASBACH - VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Gratiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

High Grade Cigar Labels

WE have just purchased the entire stock of the exceptionally fine line of Labels formerly lithographed and carried by Louis E. Neumann & Co. This complete line, together with our own and those formerly made by Krueger & Braun, is now being offered at exceptionally low prices to close them out. Editions run from 2000 sets upwards. **Good opportunity to obtain a private label in small lots.**

SAMPLES FURNISHED ON APPLICATION

Wm. Steiner Sons & Co.
257 to 265 West 17th St. New York City

GEO. SCHLEGEL
22nd St. and Second Ave.,
NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET,
LOUIS G. CAVA, Mgr.

SHADEGROWN

Connecticut, Florida

and

Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

131-133 Water St., New York City

VOLUME 41 NO. 13

The TOBACCO WORLD

JULY 1, 1921

LIBRARY RECEIVED JUL 7 U. S. Dep

Wolverine Packing Presses

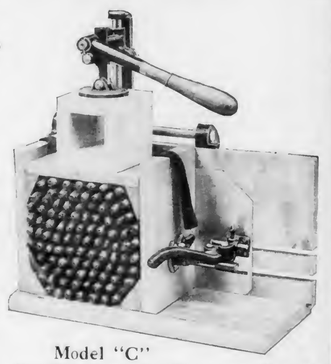
for

BOXES, BUNDLES and TIN CANS

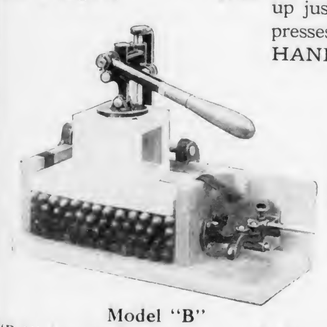
Model "A"
For 50 Cigars, - $7.50

THE WOLVERINE PACKING PRESSES have been designed to suit the needs of the individual user. Sturdily built and made to eliminate all waste motion, they represent the latest in packing equipment.

CUT DOWN YOUR PACKING COST by banding cigars before boxing them. They will lay in the box with bands face up just as you lay them in these packing presses. THIS ELIMINATES DOUBLE HANDLING.



Model "C"
For Bundles of 100, - $16.00



Model "B"
"B-1" for 50 Cigars, - $10.00
"B-2" for 100 Cigars, - 10.00

Model "E" for Round Tins

is a recent addition to our line. Made to pack 50 cigars in *any size* round tin or glass jar. Will not split or break the wrapper.

Write for our Descriptive Circular

Model "E"
For 50 Cigars in Round Tins, $35.00

PULTE-KORRECK MACHINE CO.

Manufacturers of Wolverine Bunch Breakers

GRAND RAPIDS, MICHIGAN

THE AMERICAN TOBACCO COMPANY
WILL MAKE THIS CONTRACT WITH YOU

WALK INTO ANY STORE IN THE UNITED STATES TO-DAY AND TRY THE LORD SALISBURY TURKISH CIGARETTE. SHOULD IT NOT APPEAL TO YOUR TASTE THE CLERK WILL HAND YOU BACK YOUR MONEY ON THE SPOT.

IT WILL PAY YOU TO TRY— BECAUSE
IT IS THE ONLY HIGH GRADE TURKISH CIGARETTE IN THE WORLD THAT SELLS FOR SO LITTLE MONEY.

Guaranteed by
The American Tobacco Co.
INCORPORATED
111 Fifth Avenue, New York, N.Y.

— which means that if you don't like LORD SALISBURY Cigarettes, you can get your money back from the dealer.

IF IT SHOULD HAPPEN THAT A DEALER REFUSES TO CARRY OUT OUR OFFER, SEND THE OPEN PACKAGE WITH THE REMAINING CIGARETTES TO THE MAIN OFFICE OF THE AMERICAN TOBACCO COMPANY, 111 FIFTH AVE., NEW YORK CITY, WITH YOUR NAME AND ADDRESS PLAINLY WRITTEN AND WE WILL SEND YOU OUR CHECK FOR THE AMOUNT YOU SPENT.

This LORD SALISBURY Cigarette advertisement is running now in Magazines of national circulation.

"It is the desire and policy of The American Tobacco Company to extend to its customers the maximum of service and every courtesy within its power."

The American Tobacco Co.
INCORPORATED
111 Fifth Avenue, New York City

CHANCELLOR
Cigar

For years distinguished by its excellence
The Acknowledged Leader
Among Mild Sumatra-wrapped Havana Cigars

SAN MARTIN & LEON COMPANY
TAMPA, FLORIDA

Manufacturers of

HIGH-GRADE MILD HAVANA CIGARS

Under their Brands:

"SAN MARTIN y LEON"
"HOYO DE CUBA"
and
"EL BRICHE"

TOPIC
HAVANA CIGARS
10c. Straight, 13c., 2 for 25c
15c. Straight

The first choice among business men and after-dinner smokers, has met with wonderful success wherever placed : : :

Bobrow Brothers
Manufacturers
Philadelphia, Penna.
Makers of the famous "BOLD" cigar

LA PREFERENCIA.
CIGAR

A SUCCESS BASED ON PERMANENT QUALITY

STICK TO Cinco - IT'S SAFE

OTTO EISENLOHR & BROS. INC.
PHILADELPHIA —— EST. 1850

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CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

ANNOUNCEMENT

All our Standard Brands of Eight-cent Cigars will be reduced to Five Cents after May 15, 1921.

All these goods are Long Filler, packed one-twentieth and banded. Goods guaranteed. Jobbers protected as to territory. Samples, prices and territory on request. T. E. Brooks & Co., Red Lion, Pa.

FOR SALE

SCRAPS FOR SALE—Ohio Scrap filler for sale, clean and sound. Samples and prices submitted on request. C. C. Ehrhart, Versailles, Ohio.

FOR SALE—Old-established cigar manufacturing business with small-established trade and several well-known brands. Located in New York. Excellent opportunity for one or two aggressive young men. Address Box 405, c/o T. W.

FOR SALE—CIGAR LABELS AND BANDS; large and small quantities. Address American Box Supply Co., 383 Monroe Avenue, Detroit, Mich.

GENUINE HAVANA SCRAPS: 45 cents per pound. CONNECTICUT CIGAR SCRAPS: 15 cents per pound. PICADURA SCRAPS: 12 cents per pound. Samples sent on request. J. J. Friedman, 285 Metropolitan Avenue, Brooklyn, N. Y.

POSITION WANTED

POSITION WANTED—Experienced Stripper Foreman and Machinist on Universal Stripping Machines. Would like to connect with a large firm to take charge of a stemmery. Best of references. Address Box 426, care of "Tobacco World."

WANTED

CIGARS WANTED for jobbing trade in Lancaster County. Small or medium sized cigar manufacturer preferred. Cigars must be reliable and uniform at all times. Address Cash, Box 423, Lititz, Pa.

SALESMAN WANTED—A high class salesman wanted to represent Tampa concern in East and Middle West on strictly commission basis. A splendid opportunity for the right man. Address Box 415, c/o T. W.

CIGAR LABELS WANTED—Will buy small or large quantities of discontinued cigar labels and bands. Send samples with quantities and full particulars. Address Box A-212, care of "Tobacco World."

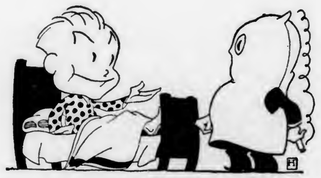
E. Rosenwald & Bro.
145 WATER STREET, - - - NEW YORK

HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
122 Second Avenue New York City

With acknowledgments to K. C. B.

This ghost was a 1921 model

LAST MONTH, on a bet.
WITH THE boys up home.
I SPENT a night.
ALONE IN the old.
HAUNTED HOUSE.
AND WHEN I heard.
MOANS AND groans.
I SAID "The wind."
AND TRIED to sleep.
I HEARD rappings.
AND SAID "Rats."
AND ROLLED over.
THEN I heard steps.
AND IN the light.
OF A dying moon.
A WHITE spook rose.
I WASN'T scared—much.
BUT DIDN'T feel like.
STARTING ANYTHING.
BUT THEN I caught.
JUST A faint whiff.
OF A familiar.
AND DELICIOUS smell.
WHICH TIPPED me off.
SO I gave the ghost.
THE HORSE laugh.
AND SAID "Ed.
YOU FAT guys.
MAKE BUM ghosts.
BUT BEFORE you fade.
LEAVE WITH me one.
OF YOUR cigarettes.
THEY SATISFY."



THAT spicy, delicious aroma of fine tobaccos, both Turkish and Domestic, makes you almost hungry for the "satisfy-smoke." And there isn't a ghost of a chance you'll ever find its equal anywhere — for the Chesterfield blend is an *exclusive* blend. It can't be copied.

20 *for* 20 cents
in air-tight packages. Also obtainable in round tins of 50, vacuum-sealed.

They Satisfy **Chesterfield**
CIGARETTES
Liggett & Myers Tobacco Co.

ROBERT EMMET CIGARS
Are Not Imitations

THEY are original in blend, style and flavor because they are the product of the master blender, Charles Spietz. The years of experience that have been his in the cigar making business have taught him many things about making good cigars and all this knowledge has been used to make Robert Emmet the great cigar it is

The public know that Robert Emmet is better than anything they have smoked in a long time because no matter how we try, we just cannot keep up with orders. Even our new factory is not enough to cope with the tremendous demand for Robert Emmet cigars and we are planning another factory to help us satisfy the demand of the public.

Brevas size—50 to the drum 10c

Manufactured by **Spietz Cigar Co.**

Harper and Seneca Sts. Detroit, Mich.

LA MEGA
Clear Havana Cigar
MADE-IN-BOND

LA MEGA is made only in the finer grades.
More than 50 shapes and sizes to select from.
Prices and terms cheerfully furnished upon application.

V. GUERRA, DIAZ & CO.
TAMPA, FLA.

Sound Porto Rico
stripped and booked is not plentiful but we are in position to offer such tobacco, in various grades, at reasonable figures.

Joseph Mendelsohn, Milton Samuels } V. Presidents — Joseph F. Cullman, Jr. President — Chas. W. Duignan, Treasurer — Harry S. Rothschild, Secretary

STERN-MENDELSOHN CO. INC.
HAVANA & PORTO RICO TOBACCO

PACKING HOUSES
HAVANA CUBA
CATANO, PORTO RICO

165 FRONT STREET
NEW YORK

QUALITY - PURITY - UNIFORMITY - GUARANTEED — TRADE MARK M.S.&Co. REGISTERED

Volume 41 — Number 13

THE TOBACCO WORLD

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year — PHILADELPHIA, JULY 1, 1921 — Foreign $3.50

Happenings at Washington of Trade Interest

(Special from THE TOBACCO WORLD'S Washington Bureau.)

A RECENT and temporary increase in the sale chewing tobacco in New York has been traced to some person or persons unknown who had a grudge against Representative Volstead, well known throughout the country as the man who took the cheer out of beer.

Members of the House of Representatives recently found in their morning mail a neat little plug of chewing tobacco, with a tag stating it was "unfit for chewing purposes" because it contained one grain of tartar emetic, and asking the receiving member to present it to Mr. Volstead. The sender's identity was not revealed.

While Mr. Volstead has no use for liquor, he is a constant devourer of chewing tobacco, consuming annually tobacco sufficient, if used for paving blocks, to provide a roadway from his office to that of Wayne B. Wheeler, of the Anti-Saloon League, one of his little playmates.

While most reformers are applauded by other reformers, purely for professional reasons, as saints, Mr. Volstead is the exception to the rule and is himself the target of sanctimonious looking gentlemen who are determined to chase Nick O'Teen after the well-known J. Barleycorn.

The House Interstate and Foreign Commerce Committee is soon to be requested to give attention to the bill introduced in the House by Congressman Burton E. Sweet, of Iowa, for the repeal of section 15a, of the Transportation Act of 1920. Large shippers are seeking a hearing on the bill, and it is said that its adoption would eventually result in lower freight rates.

When the Government turned back the railroads to their owners a provision was written into the Transportation Act guaranteeing a return of 5½ to 6 per cent. upon the aggregate value of the railway property. It is declared that if the roads are to be given preferential treatment, farmers, stockraisers and others should receive a guaranteed return. It is not possible to arrive at the actual value of the roads, and, further, it is contended that the Government should relieve itself of its guardianship of the railroads.

A freak bill to prevent female persons in the District of Columbia from smoking cigarettes in any public place and making it incumbent upon owners of places frequented by the public to prevent women from smoking on their premises, has been introduced in the House of Representatives by Congressman Johnson, of Mississippi.

First off, he makes it unlawful for women to smoke cigarettes in public. Section two of the bill defines the term "public places" as including any dining room, restaurant, cafe, cafeteria, theatre, passenger elevator, street car, passenger coach, depot, railway waiting room, motor or other vehicles employed as common carriers, or any other public place in which two or more persons are assembled.

Under section three it would become unlawful for any hotel or restaurant keeper, or any other person, firm or corporation engaged in any public business in the District of Columbia as defined in section two, to permit any female person to smoke cigarettes in any public places over which they have control. Fines of not more than $25 for a first offense and of not less than $100 for a second offense, are provided. Mr. Johnson provides that the proposed law shall take effect and be in force thirty days after the passage of the bill by Congress.

Transportation companies doing an interstate business will be compelled to speed up their settlement of claims for loss, damage and overcharge on the transportation of express, freight and baggage, if a bill just introduced in the Senate by Senator Park Trammell, of Florida, is enacted into law. The measure requires settlements to be made within sixty days after the filing of claims by shippers and provides a penalty in the form of 25 per cent. interest thereon and a reasonable lawyer's fee, to be $15 on all claims allowed by the courts in amounts under $100 and on amounts greater than that, a fee of 15 per cent. is to be provided. These penalties, however, are to accrue only when the complainant secures an award in an amount greater than the offer made by the carrier to settle the case.

Evidences of a well-planned scheme to bring about national blue laws have come to light in Washington and an appeal is being sent out to tobacco dealers and others whose business would be affected by Sunday closing to urge upon their Congressmen the necessity for voting against any measure of this nature which may be introduced.

Opponents of the blue laws charge that the reformers, by securing the enactment of Sunday laws for the District of Columbia and other reform measures applying solely to Washington, are attempting to pave the way for national legislation of this nature. There are several Sunday bills now before Congress, at least one of which would result in the closing of tobacco stores on Sunday, as well as a measure making it unlawful for women to smoke cigarettes in public places.

The passage of these bills, according to the Anti-Blue Law League of America, which has headquarters in this city, will pave the way for national blue laws and petitions protesting against the bills are being sent out to members all over the country.

"The reformers are trying to 'jam' these bills through, as they did the prohibition bill for the District of Columbia," said F. C. Dailey, secretary of the league; "their only object being to get a test vote in Congress to see how its members stand on blue laws. If the local bills are passed, then the blue law advocates will press a national law."

Amendment of the Revised Statutes providing restrictions on imported tobacco products is sought in a bill which has been introduced in Congress by Representative Fordney, of Michigan, chairman of the House Committee on Ways and Means.

Section 2804 of the Revised Statutes would be amended so as to provide that cigars, cheroots and cigarettes imported must be packed in boxes or packages containing quantities as prescribed by law for like articles manufactured in the United States and would be subject to inspection before release. It is provided, however, that such products imported by mail or parcel post may be inspected and stamped without being removed to public stores or bonded warehouses, and the Secretary of the Treasury is authorized to provide the requisite stamps and to make all necessary regulations for carrying these provisions into effect.

The bill also amends Section 3402 so as to provide for the inspection, stamping and delivery to owner or importer of cigars, cheroots or cigarettes imported by mail or parcel post. This section provides for the payment of taxes and lays down regulations surrounding the handling of imports while in custody of the customs officials.

UNITED STATES TOBACCO COMPANY, INC.

The United States Tobacco Company was incorporated at Trenton, N. J., on June 17, with an authorized capital stock of $125,000, by Col. Mahlon R. Margerum, of Trenton; Ernest D. Meyrowitz, of New York City; John D. Kuser, of Bernardsville, N. Y., and John L. Kuser, Jr., of Bordentown, N. J. The company will plant and manufacture tobacco and cigars.

W. T. MARSHALL WITH "ROBERT EMMET."

W. T. Marshall, coincident with the opening of a jobbing connection on "Robert Emmet" cigars in Philadelphia, has become Eastern factory representative for the Spietz Cigar Company. Mr. Marshall is well and favorably known throughout the United States. Prior to his resignation from M. Eiseman & Sons, where he was sales manager, he was connected in a similar capacity with John H. Swisher & Sons, Newark, Ohio.

The "Robert Emmet" cigar is made by the Spietz Cigar Company, Detroit, Mich. Vice-president Tom Monroe, has been a recent visitor in Philadelphia and through his efforts a splendid connection has been made whereby the "Robert Emmet" cigar will have adequate representation in Philadelphia.

The cigar is packed fifty to the drum and retails for 10 cents each. In the Middle and Far West the cigar has been introduced with notable success, St. Louis, Kansas City and Denver showing a steady increase in demand.

MERRIAM SEGARS, INC., IN BANKRUPTCY

The Merriam Segars, Inc., 101 Spring Street, successors to the old Maiden Lane firm of John W. Merriam & Co., has been forced into involuntary bankruptcy. The total liabilities are estimated at $120,000 and the assets at a somewhat larger figure.

A statement signed by the Merriam Segars, Inc., is as follows:

"This company has been forced into involuntary bankruptcy, caused by the heavy losses incurred in two years of strike; poor cigars, owing to the sabotage of the cigarmakers, on which we were forced to make heavy allowances; increased rent of over 100 per cent. on the New York factory; loss of over $4000 in closing our Mt. Carmel branch factory; poor business so far this year, being sixty per cent. less than the same period of 1920, and serious overbuying of tobaccos, and the increased overhead in the manufacturing department of over fifty per cent. in wages as compared with the same period of last year when we were doing more than twice the business."

J. M. PENDAS JOINS NEW YORK-TAMPA CIGAR COMPANY

Vice-president Davis, of the New York-Tampa Cigar Company, announces that J. M. Pendas, former head of Pendas & Alvarez, has become a member of the organization in an important capacity. It is understood that he will be in charge of the manufacturing and selling interests of the New York-Tampa Company, a position for which he is amply and highly qualified by experience in manufacturing and wide acquaintance with the trade.

SELAK & HOFFMAN LET PART OF BUILDING

Selak & Hoffman, Inc., of Wilmington, Del., in addition to their Wilmington factory have an ideal factory at Pennsburg with a modern curing plant and another large factory at East Greenville.

As the company desires to concentrate production in these two plants it has sub-let a part of the Wilmington building to the Congress Cigar Company of Philadelphia. Retaining the first floor and offices and headquarters will remain at Wilmington.

Talks By The Traveling Man

By Frank Farrington

DICK SOMERS, the cigar salesman, was just getting on the southbound B. R. T. local as I got off from the same train.

"Going somewhere?" I asked him.

"Always on the move. That's me," he replied. "I was just hoping I'd meet somebody who could mail a letter for me back in town. Heres a lot of stuff I wrote out for Tom Jordan over in Kickport. You know him. It's about some business-getting schemes I've picked up here and there. He needs 'em. Look it through before you mail it or hand it to him. Much obliged. So long!"

I took the letter and put it in my pocket as Dick swung up the steps with his sample case with the conductor calling " 'O-o-oard!"

Seeing as Dick told me I could read the letter, I made a copy of it and here it is with his mention of some of the business getting plans he had seen working out in his territory. He wrote:

Dear Tom: I told you I would make a note of any good plans I saw in use that I thought you could use in your business. Here are some I've been gathering up on this trip. I won't try to give you the names of the dealers using the plans. You don't care who they are.

Mr. A has one of his clerks watch the personal columns in the local newspaper and make a list of all the new men coming to town to live or for a more or less prolonged stay. A has a neat card, a cut of his store front on it, and the card gives the hours when his store is open week-days and Sundays and mentions some special brands and especially invites the newcomer to come in and make it known if there is any brand of smoke he has been using and would like kept for his convenience. He has lined up some good customers in this way, just by giving them special service and making friends of them when they first moved into town.

Mr. B has what he calls a circulating library of umbrellas. He bought a dozen cheap umbrellas at $15 a dozen and put them in a movable rack. On this rack is a card saying that by depositing a dollar you can take an umbrella on loan. You put up the dollar and sign an agreement to return the umbrella within forty-eight hours. He sets the rack in the doorway on rainy days and this accommodation catches many men who need an umbrella because of a sudden shower, but who have enough umbrellas at home. The fact that there is no net charge for the service makes the men his friends and they try to patronize him as a return for the service he has done them. When an umbrella is not back in forty-eight hours, a reminder notice goes right out and it is very seldom the store loses an umbrella. He would not refuse such a loan to a woman, but being a cigar store, women rarely apply for an umbrella. When they do, Mr. B tries to get their husband's name—if any.

Mr. C had one of these little drinking fountains, an automatic device always in operation, installed just inside of his store door and he finds it is appreciated by men. A little card in a corner of his window reads, "Drinking Fountain Just Inside."

Mr. D has a reliable clock in his window, against the side wall, and he sees that it is with the Western Union every day at noon. A card above it says: "Set Your Watch by the Right Time." Below the clock is a little bulletin board on which D pastes small signs and cards, and announcements, and his latest newspaper advertisement. He tells me he is going to get weather reports and put up there every morning and I suggested to him adding a good barometer to the display. He is sure to have men who pass regularly, stopping to look whenever they pass.

Mr. E has a way of re-interesting customers who have come in and asked for something he did not have. He makes a note of name and address whenever obtainable in such a case and then as soon as he has the goods in stock he sends that man a card telling him that E has got in some of those goods.

When Mr. F has a new competitor in his line, a new store starting or an old store changing hands or taking a new partner, E sends a nice little letter to the new man, congratulating him and welcoming him into the trade. He generally goes in later and shakes hands with him. In this way he keeps on friendly terms with the other men in his line of business. He is friendly with all his competitors, while many of them do not speak to one another.

Mr. G has just succeeded in getting his telephone number changed, after working for a long time to get the number he wanted. He features a cigar named "Three-O-Three" and he has got the 'phone number 303 now. I know another cigar dealer who has the number 1, secured by paying a little bonus in the right place. It's easy for men to remember his number. He gets some good advertising out of it too.

Mr. H always has some kind of a curio in his window. He never leaves one thing longer than a week and every week it is something different. Sometimes it is an old photograph or program, a reminder of thirty or forty years ago in his town; sometimes it is a freak vegetable growth or a big egg, or big potato, or a prize pumpkin, or a war relic. He keeps a supply ahead, so he never lacks a new exhibit, and people who have come to expect this, tell their friends and most of the time enough articles are brought him by people who think he will be interested in showing them, so he does not have to search for exhibits. You often hear men say in the streets, "Let's go and see what H has got in his window this week."

Mr. J isn't Mr. J at all to his customers. He is just plain "Tom" and ever since he began to advertise himself as Tom and try to be Tom to everybody, he finds his business has increased. He says a lot of men, especially the younger fellows, like to call him "Tom" and the friendly familiarity of the name gets him into closer touch with his trade. He lets them use his name in a patronizing way if they want to. All he cares is to get the business.

Mr. K has for a long time been refunding money on every tenth purchase in his store Saturdays. He checks off the tenths on his cash register and gives the customer a rebate check good for an equal sum in goods at any time. The scheme has increased his business.

I find that some fellows try schemes and they don't make good just because they sort of hold back on them. The ones who make schemes pay are the ones who push them to the limit, even when the involve rebating like this last one of K's.

LEAF MARKET JOTTINGS

ALL crop reports recently received from Lancaster County are very favorable as regards wheat, oats, corn, tobacco and most other food products. In most of the sections all of the tobacco is planted, but in some of them the seed beds of the farmers were failures and they bought plants at from $1 to $2 a thousand. Dry weather has caused some difficulty in getting the plants started that were set out late, but the earlier settings were helped by timely rains and are looking fine.

Some of the growers are already working the early planted fields on the principle that other things being equal, the better the start the bigger and better the crop.

The agitation for smaller acreage this season has amounted to about as much as experienced tobacco men expected. That is, it has amounted to nothing. At the June meeting of the Lancaster County Tobacco Growers' Association the general opinion was that the acreage this season will be fully as large as that of last season.

Most of the kicking on prices last year was by growers who had poor tobacco to offer but who expected war prices. Those who had good crops and understood the world market conditions were well satisfied with what they got. Further than that, when the dollar gets back to its normal value they will receive about half what they are getting now.

Holding sometimes pays, but not often. A correspondent of the "Lancaster Examiner" at Eden, says: "Some farmers have their 1920 crop still on hand. The selling market for the 1920 crop has been about dead for some weeks. The few buyers who are out at present are offering from 2 to 4 cents a pound for the filler grade and the farmers are refusing to sell at that figure. Some of them threaten to use it as fertilizer."

In Wisconsin plants are abundant and sturdy, the soil has worked up finely and the crop has a good start, with favorable reports from all sections of the State.

The Edgerton report of the "Tobacco Reporter" says that growers continue to dispose of crops of 1920 and the six cent mark has been touched, but that the Wisconsin grower who holds his tobacco remembers what it cost him to grow it last year, and hates to part with it at the present figures, and those who are financially well situated are not selling. The buyers are loaded up with old tobacco that is not moving, and they are not in the market to satisfy a need but to take offerings at figures that they consider a fair risk. This is becoming better understood both by the grower and the dealer as the weeks go by.

The acreage in the northern section is not less than last year. Because plants are abundant, and the season is early, plots may be added that were not planted a month ago. In the Rock County section the acreage is not expected to reach last year's mark, but in Dane and Columbia Counties reports indicate no material change from last year's acreage.

The Connecticut valley tobacco crop was all in and had a good start, but a dry windy spell blew a lot of sand over it and some growers found their plants buried and had to reset several acres. The same wind or another one played hep with the shade cloth, and did some thousands of dollars damage, which is all in the game.

However, the crop looks well and the plants are growing fast, and getting moisture from somewhere, but rain has been needed, and perhaps by this time they have had it. Prospects are that the crop will mature early and that labor will be cheap and plentiful.

The Massachusetts Agricultural College at Amherst has arranged a farmers' week, and July 29 will be tobacco day. The Connecticut Agricultural College has arranged a farmers' day and August 5 will be tobacco day.

In Kentucky reports from Midway state that about 75 per cent. of the tobacco crop has been set out in Woodford County. Some plants have been checked by dry weather, which is not an unmixed evil as the hot dry air has apparently stamped out all traces of wildfire and rust.

Richmond reports a scarcity of plants and that many farmers not being able to secure them, have put their tobacco ground in corn.

There have been local showers throughout the Blue Grass region, but still dry in some sections. Very little tobacco has been transplanted by hand during several weeks past and plants are growing large, while farmers have been waiting for a good long steady rain, which is needed to make a good tobacco setting season.

A large number of tobacco growers met in a tent at Maysville, Ky., on June 16. After addresses were made contracts for five years' particpaiton in the

(*Continued on Page 20*)

Business Building

By a trained Business Man and Advertiser
Written especially for
THE TOBACCO WORLD
by A.E.P.

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LET us gaze a moment on the silver lining of the business cloud that overhangs above us. And, believe me, this lining is both wide and highly polished. It's bright!

The cloud is going to pass. Every business leader says so. And, did you see, one of the foremost financiers of Germany stated that Destiny is steering the course of the United States. It is going to be a second Rome, he says. The power, and wealth and influence of the world will be centered here, and the "splendor that was Rome" will be eclipsed by the magnificence of the United States.

This is a glorious picture for the mind's eye of the statesman to contemplate.

But does it interest YOU—John Smith, a retail cigar dealer, or a clerk?

It does, friend, it does!

The prosperity of this country interests you mightily. It interests your pocket nerve. It interests your cash register.

If this country is poor, you will go without pie. If the riches of the world come here, you will get many crumbs of gold and silver. For your customers will buy fine goods of you, and many of them. They will want the best, which pay you fancy profits and the sun of prosperity will shine brightly on you.

A WOMAN was foreman of the Grand Jury in Delaware County, and there was no smoking in the room—not out of deference to the women, it was stated, but so the men could tackle the problems with clear minds and unclouded brains.

A newspaper correspondent comments on it thus: "I am a smoker, and experience confirms me in the belief that my mind works more clearly when I am smoking than at other times. This experience is not peculiar to myself, but is confirmed by the experience of most, if not all, smokers. It seems to me almost inevitable that habitual smokers if deprived suddenly of the solace and comfort afforded by the weed, so-called, would be victims of unsettled nerves and ill-functioning brains, and would be ill-adapted to carefully consider and weigh evidence of a delicate or exacting nature.

"It seems to me that it was a gallant and considerate act for the men to refrain from smoking at that time; and it would have been a delicate courtesy for the women to have acknowledged it as such rather than give a knock at Lady Nicotine."

SOME of my readers are going to get rich, I am happy to say, though which it will be I do not pretend to know. It may be a little retailer with chin whiskers who has a dinky shop in a little dead and alive town who has to borrow money to pay his coal bill.

Or it may even be a young fellow who is a clerk in such a store who never has a dime in his pocket three days after pay-day, and who no more expects to become wealthy than be President.

But this is a great country and these be wonderful days. The Old Man, Opportunity, plays the strangest kinds of tricks. No matter how lowly the fellow, if he will but read and study, and talk and listen, and think and plan, the way may be opened to him to climb the ladder of success.

Listen! I want to tell you something. If you should chance to be one of the lucky ones of my readers, and should attain to wealth, I want you to remember that the wealth isn't yours. You are only the steward. Of course you can have luxuries—a fine house, a car, costly raiment—but you must also do good works—help the unfortunate, contribute to the needy, assist the cause of education and the promotion of good health.

I speak thus early, so you can form your good resolutions, and keep them when you are able.

I'M shaking my fist, and I'm shaking it hard, at an advertising man who got up in a business men's convention and got off a talk on the subject that "Advertising Is the Secret of Success."

Gee! It was all I could do to keep quiet at the time.

I'm an advertising man myself, and I'm a rooter for my business. I'm prepared to make an affidavit the size of a barn door that advertising is the greatest selling force; that it will accomplish great results if properly done, and perseveringly continued; that it has built up hundreds of establishments from little shops to huge trade emporiums; that it will help upbuild any business; that every business man should utilize it.

But it ain't the secret of success; and it ain't the only yellow dandelion on the lawn.

If you want to make a success, Friend Dealer, go ahead and advertise. But for goodness's sake, don't stop there. You must do many things besides.

You must buy right; sell right; price the goods right; display them right; be a first-class salesman all right; have a right location; a right store and keep it bright.

And you must be all-right, all-right in a good many other matters. It is a complicated game. It is full of hard rules to learn.

But, gee, it's fun! Knocks tar out of chess that high-brows grow daffy over, and it backs baseball and trout fishing off the wharf.

Go to it, boy!

EVERY publication of the serious sort is continually teaching and preaching thrift. And by thrift they do not mean the penurious saving of every possible penny; but the spending wisely, spending only to procure things you should really buy, and saving the remainder.

But I want to say a few words about the thrift of time, rather than thrift of money.

Go ahead and waste your money, if you can't be persuaded otherwise, young feller, for you can make more to replace it. But for the love of Mike don't waste your time. Time is too precious, too valuable. When you waste time you are chucking away diamonds, and that is not right.

If you will be thrifty of your time, you can become talented in any line of endeavor—and I'd rather be talented than wealthy. This world is an oyster to every talented man, and his talents are a knife that opens the oyster.

Be talented therefore, and you can get money in profusion. You can obtain the friendship of the great and the wealthy. You can gain admittance to the parlors of the most aristocratic ladies and marry any one of them you desire. You can have the good things of the world and escape the sordid ones. You can walk along the street and hear men say: "That's him."

Therefore I repeat, be thrifty of your time.

HE is too all-fired busy to read. That's the gospel truth, for he told me so himself.

He is a cigar dealer, and I had my lines out for good business pointers as I stepped in his store to buy a mild one.

It wasn't much of a store, by the way. A bath would have done it no harm, and the flies were having a fine game of baseball, or hide and seek, on his front windows.

But I didn't get any business pointers which I could pass along. He was "up" on baseball, and pool, and the doings of femininity—and he was passing on his valuable information to a knot of young fellows. He had plenty of time for that. It was all right—for a man must cultivate the social side of his customers.

But, gosh, the big noise of a man's life is his business after all, and he should give that his heartiest attention.

And the game of business is getting to be more strenuous every day. More is required of the business man. The competition is growing keener. These chain stores are crowding the independents harder and harder. They play their game with the keenest skill, the highest efficiency and according to the latest rules. They keep their clerks on their toes, and they are strictly on the job.

Every dealer should tighten his belt a little every month, and the best way to do this is by a careful reading of his trade journal to keep posted on the new kinks of his business.

THE doleful prophet got busy several years ago when the big corporations began starting chains of cigar stores in the cities and larger towns.

He predicted with flowing tears that these chain stores would drive the little dealer out of business and banish him to the dark and mysterious country of nowhere.

But the prediction proved untrue, the prophesy was false, the little fellow refused to be banished and here he is still, chirpy as ever and doing business at the same old stand.

That is, many of him are. Many did go down and out with much wailing and gnashing of teeth.

There is a reason, and it is well worth considering. Those who remained are the ones who deserved to remain. They reformed and brought their stores and their business methods up to the times. They kicked the wooden Indian off his pedestal. They shooed the swarms of flies from the front window. They had a carpenter enlarge this window and install plate glass. They cleaned up their stores, painted them inside and out, displayed goods attractively, and handled the goods their customers wanted.

They took themselves in hand. They shaved often, dressed better, shined their shoes to a high polish, developed themselves in every way.

And here they are, as I said before, making more money than ever, and some of them have chain stores of their own, b'gee.

Moral—keep up with the times.

UNCLE JOE CANNON'S CIGARS

UNCLE JOE CANNON, who has served more years in Congress than many of his colleagues are years old, recently celebrated his eighty-fifth birthday. The two things which have brought Uncle Joe to his four score and five years, vigorous in body and strong in mind, are long years of hard work and long dark-wrappered cigars. On his latest birthday somebody asked him if he could tell how many cigars he had smoked during his career. "I don't know, but that reminds me," he said, as he extracted a long maduro from his pocket and "fired up." The question was akin to the one asked a man who had run foul of a buzz-saw as to which of the saw-teeth cut him first. Uncle Joe's main concern regarding cigars has been in keeping on hand a supply of cigars sufficient for his current needs. There is a tradition that the steel industry by its very nature produces strong, virile men, and which theory seems to be borne out in such men as Carnegie, Schwab, Frick and others. When we contemplate Joseph Cannon, one of the strongest and most capable of the many great Americans, we are inclined to believe that cigars are entitled to share at least some of these honors with steel. Our wish for Uncle Joe is that he may yet have in reserve many years of useful service for his country and a never-ending supply of his favorite long maduros to make them happy.—"United Shield."

Wrapper and Filler Tobacco Duty Reduced Twenty-five Cents in New Tariff Bill

(Special to The Tobacco World.)
Washington, D. C., June 29.

Rates of duty twenty-five cents per pound over the rates in the Underwood tariff, but equally below those of the emergency tariff bill, are provided on wrapper tobacco and filler tobacco when mixed with wrapper tobacco in the new tariff bill introduced in the House of Representatives today. The measure also increases the rates on filler tobacco by ten cents per pound, and adds a provision that all filler tobacco commonly used without removing the stem shall be subject to the same duty as stemmed. No change is made in the rates on other tobacco, except to increase the duty on scrap tobacco from 35 to 55 cents per pound, and the rates on snuff and cigars, cigarettes, etc., remain the same as in the present tariff law.

The rate of duty on brier root or brierwood, ivy, or laurel root, and similar wood unmanufactured or not further advanced than cut into blocks suitable for the articles into which they are intended to be converted, remains as at present, ten per cent. *ad valorem*.

Meerschaum and tobacco stems not cut, ground or pulverized, continue on the free list.

Following are the provisions of the bill relating to tobacco:

"SCHEDULE 6.—TOBACCO AND MANUFACTURERS OF.

"Par. 601. Wrapper tobacco, and filler tobacco when mixed or packed with more than 50 per centum of wrapper tobacco, and all leaf tobacco the product of two or more countries or dependencies when mixed or packed together, if unstemmed, $2.10 per pound; if stemmed, $2.75 per pound: filler tobacco not specially provided for, if unstemmed, 45 cents per pound; if stemmed, 60 cents per pound: *Provided*, That all filler tobacco commonly used without removing the stem shall be subject to the same duty as stemmed.

"Par. 602. The term 'wrapper tobacco' as used in this title means that quality of leaf tobacco which has the requisite color, mixture, and burn, and is of sufficient size for cigar wrappers, and the term 'filler tobacco' means all other leaf tobacco. Collectors of customs shall permit entry to be made, under rules and regulations to be prescribed by the Secretary of the Treasury, of any leaf tobacco when the invoices of the same shall specify in detail the character of such tobacco, whether wrapper or filler, its origin and quality. In the examination for classification of any imported leaf tobacco, at least one bale, box, or package in every ten, and at least one in every invoice, shall be examined by the appraiser or person authorized by law to make such examination, and at least ten hands shall be examined in each examined bale, box, or package.

"Par. 603. All other tobacco, manufactured or unmanufactured including scrap tobacco, not specially provided for, 55 cents per pound.

"Par. 604. Snuff and snuff flour, manufactured of tobacco, ground dry, or damp, and pickled, scented, or otherwise, of all descriptions, and tobacco stems, cut, ground, or pulverized, 55 cents per pound.

"Par. 605. Cigars, cigarettes, cheroots of all kinds, $4.50 per pound and 25 per centum *ad valorem*, and paper cigars and cigarettes, including wrappers, shall be subject to the same duties as are herein imposed upon cigars."

The bill provides for the payment of all duties upon the basis of American valuations of the commodities imported and, in Section 402, requires that:

"Except as otherwise provided by law, the word 'value' wherever used in this Act or in any other law relating to the appraisement or the classification of imported merchandise shall mean the price on the date of exportation of the imported merchandise at which comparable and competitive products of the United States were ordinarily sold or freely offered for sale in the usual wholesale quantities and in the customary wrappings, coverings, and containers, whether holding liquids or solids, to all purchasers in the ordinary course of trade, including all costs, charges, and expenses, in the principal market or markets of the United States; or, when such value can not be ascertained to the satisfaction of the appraising officer, shall mean the value of the imported merchandise on said date for sale (whether or not there shall be an actual sale), for consumption or use in the United States in its condition, including wrappings, coverings, and containers, whether holding liquids or solids, as imported. In determining the value for sale, appraising officers may take into consideration, among other matters, the selling price or cost of production of comparable products of the United States and of articles made therefrom or from like imported materials, not sold in usual wholesale quantities or not sold or freely offered for sale to all purchasers in the ordinary course of trade, or not sold at all, and the selling price in the United States of comparable imports, or the selling price or market value or cost of production of the imported merchandise in the foreign country, and may exclude or include all or any costs, charges, and expenses, including duties, and also profits and commission, if any, keeping always in mind the legislative intention that duties *ad valorem* shall be assessed upon the fair market value of the imported merchandise in the United States. No pretended sale or offer for sale, and no sale or offer for sale tending to establish a fictitious market, shall be held to establish value as herein defined; nor shall a value substantially raised or lowered at the time of exportation otherwise than in the ordinary course of trade be deemed to be such value."

C. C. L.

TRADE NOTES AND NOTICES

Tom Monroe, vice-president of the Spietz Cigar Co., of Detroit, Mich., will occupy a ringside seat at the championship battle in Jersey City on Saturday, July 2.

A. Ramirez, a cigar manufacturer of Tampa, has recently been appointed secretary of the Cigar Manufacturers' Association of Tampa, Fla., succeeding A. A. Martinez.

The business and factory of Guedalia & Co., the well known cigar manufacturers of New York, has recently been sold by the receiver to Welcher Bros.

Ed. Wodiska, of the Wodiska, Villar & Co., is now in the Middle West, from whence he reports that the orders being handed him for the "Dulce" brand are very gratifying.

John Schwartz & Sons, Inc., cigar manufacturers of Poughkeepsie, N. Y., have recently had a petition in bankruptcy filed against them. The liabilities are said to be upwards of $60,000, with assets of about $20,000.

"Lobelia," made by Park & Tilford, is being featured by Baum & Neely, Inc., of this city, in their Chestnut Street store.

Bayuk Bros., Inc., are among the busy factories in Philadelphia. Orders have shown steady improvement in recent weeks and benches in the local factories are filling rapidly.

Jerome Regensburg, of E. Regensburg & Sons, has reached New York from Tampa, preparatory to taking a rest after many strenuous months at the factory.

When the curb brokers of New York moved into their new home on Monday last, William A. Hollingsworth opened a new stand in the Curb Building.

S. L. Hanks, factory representative of the Spietz Cigar Co., Detroit, Mich., has been doing some very effective work in St. Louis in conjunction with the Parker-Gordon Cigar Co., who have recently become the distributors of the "Robert Emmet."

"Topic" cigars, made by Bobrow Bros., of this city, have received considerable attention recently in Oklahoma City, Okla. The Alexander Drug Co. acts as distributor in that territory.

According to the "Monitor Mercantil," a new match company has just been organized in the city of Mafra, State of Parana, Brazil, with a capital of 3,000,000 milreis. (The milreis is now quoted at about $0.11 U. S. currency.)

The Leighton and Guilfoyle Cigar Factory, at 114-116 Chenango Street, Binghamton, N. Y., was recently destroyed by fire.

John B. Thatcher, secretary of the American Box Supply Co., Detroit, Mich., has been calling on the Philadelphia cigar manufacturing trade recently. He has been putting special emphasis on their recently established cigar band department.

Distribution of the "Detroit Hand-Made," product of the factories of Jacob Mazer, Detroit, Mich., will be through the Straus Cigar Co., Richmond, Va., for the states of Virginia, and North and South Carolina.

The Pulte-Korreck Machine Co., of Grand Rapids, Mich., manufacturers of the well-known Wolverine bunch breaker, are now advertising Wolverine Packing Presses for boxes, bundles and tin cans or glass jars. The use of these packers are said to save in breakage, to be economical of time and will undoubtedly prove a valuable acquisition to any packing room. Catalog and full information will be sent on request.

By an ordinance dated March 3, 1921, the rates of duty on all tobacco imported into Gibraltar have been increased as follows: Chopped, cut, roll, cake, or other manufactured tobacco, pressed or packed, 4½ pence per pound (formerly, 3½d.); chopped and loose tobacco, 4 pence per pound (formerly, 2½d.); cigars and cigarettes, 6 pence per pound (formerly, 4½d.); and all other tobacco, 3 pence per pound (formerly, 2½d.).

The Pasbach-Voice Lithographing Company have appointed the Central Cigar Box Company, of 115 Olive Street, St. Louis, Mo., as their official representatives in the states of Missouri, Kansas, Oklahoma, Kentucky, Tennessee, Indiana and certain portions of Texas and Illinois. The organization of the Central Cigar Box Company, headed by Harry Dieckmeyer, intends to devote considerable of their attention to the label and band business.

At the fifth Sumatra inscription, held in Amsterdam on June 17, Bayuk Brothers, of this city, purchased 73 bales. Other purchasers included H. Fendrich, 125 bales; General Cigar Company, 102 bales; E. Rosenwald and Brother, 400 bales; Yocum Brothers, 205 bales; Cullman Brothers, 942 bales; H. Duys & Company, 1270 bales; Rapp-Muller, 281 bales; American Cigar Company, 165 bales. As regards prices, they continued to show the same strength as at the previous inscriptions. Indications also point to the probability that the amount of Sumatra procured for the American market for the current year will be considerably less than is usually taken.

The PERFECTLY EQUIPPED LITHOGRAPHING PLANT OF PASBACH-VOICE

Our new establishment contains the most modern facilities for manufacturing

Cigar Labels and Cigar Bands

of the Very Highest Quality

Re-adjustments of inventory, etc., enable us to give cigar manufacturers the benefit of the

VERY LOWEST PRICES

Deliveries can be made as promptly as required.

In addition to new designs for cigar labels we have for sale, with exclusive control for purchaser, numerous discontinued labels, at astonishingly low prices.

WRITE US BEFORE PLACING ORDERS

PASBACH-VOICE

LITHOGRAPHING CO., Inc.

Grand Street *and* Morgan Avenue **BROOKLYN, N. Y**

For the convenience of the trade we have representatives stationed in the following territories:

Middle West:
C. B. Henschel Mfg. Co.,
Mineral and Hanover Sts.,
Milwaukee, Wis.

Pacific Coast:
I. F. Schnier, Clunie Bldg.,
519 California St.,
San Francisco, Cal.

Tampa:
A. A. Martinez,
P. O. Box 2.111,
Tampa, Fla.

Cuba:
V. Albert DeSerti,
Calle Cuba 23,
Havana, Cuba.

EDITORIAL COMMENT

DR. E. J. CATTELL, our distinguished City Statistician, recently addressed the Associated Advertising Clubs of the World at their Annual Convention in Atlanta, Ga.

Said Dr. Cattell, "Advertising, according to my study of the future, is to play a greater constructive part in the next ten years than it has played in the last twenty. Why? Because the buyers' strike which has had a tremendous influence in every circle of the republic, has created a feeling of antagonism against old-established reputations and points of supply. . . .

"What is termed 'good will,' in many cases built up at great expense, has in many cases disappeared. . . .

"Weighing my words, and speaking with the greatest sense of responsibility, I want to go on record as predicting within a year, American business will have recovered its normal stride, not the old crazy gait of war times, but any man who has anything of value will find plenty of takers. . . .

"In 1914, during the dark days when unemployment ran into tremendous figures in the United States and even many of our financial leaders lost courage, I was speaking in Cleveland. After my speech, a leading banker called me aside and said: 'Cattell, you were with the Jay Cook outfit, back in the days of the panic of 1873. You have been through all the panics since then. I have confidence in your judgment. Tell me your honest opinion. Are we coming out of this thing without a crash or must there be a universal panic?' I said: 'Before I answer your question, I want to ask you a question. How far can a dog run into the woods?'

"He flushed and looked me in the eye and said: 'This is no time for joking, Cattell. We had a meeting last night of our directors. We are carrying many firms. It is a serious question. Give me an honest and serious answer.' I said: 'I am not trying to joke. Answer my question. How far can a dog run into the wood?' 'Why,' he said, 'he can run into the woods as far as he wants to.' I said, 'No, he can't. After he gets half way in, he is running out again.'

"'When you get ten minutes beyond midnight, you are not deeper into the night, you are starting into a new day. In a country which has a normal power of producing wealth, according to my latest estimate, of over $1100 every second, nights and days, Sundays, holidays and all, every hour that you put off the crisis, you are building up a reserve force which, in time, must tell and that is what I meant by asking the question I did ask.'

"I think we have got over the dark hour. It is dark still but we are getting near the new days. We have run into the woods more than half way and are now runing out of it instead of into it. Betterment will come from that day."

The wise manufacturers are already going steadily ahead with their plans to create perstige and good will and business for their goods with the old buyers with whom their relations were disrupted by the war, and with the new buyers who have come to take the place of those who have dropped out.

Trade paper advertising, especially, is a fundamental factor in any sales campaign.

The advertising pages of the business press not only serve as guides to the trade buyers but build and maintain good will and prestige for the coming years.

You cannot see the force of advertising, but you can feel it—and Ernest C. Hastings, managing editor of the "Dry Goods Economist," New York City, in speaking before the retail section of the Convention of the Associated Advertising Clubs told a story of a conversation between an advertising man and a merchant that illustrates the point in interesting fashion.

"Ever have your hat blown off?" asked the advertising man.

"Yes," said the merchant.

"What blew it off?"

"The wind."

"Did you ever see the wind?"

"No."

"Well, advertising is like the wind—an invisible force. You can't see it but you can and will see the result just as you saw your hat go rolling down the street. And just as bending trees and flying dust are a symbol of the wind in the pictures, the stories I shall print in the newspapers about the merchandise carried in your store will be symbolical of advertising force."

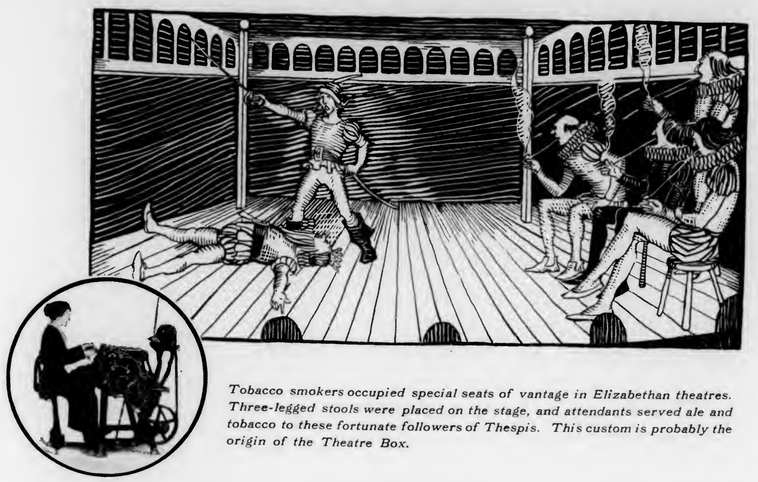
CAMP ZACHARY TAYLOR A LEAF MARKET

Arthur L. Powers, Charles A. Spieth, Laban Phelps and J. C. Bright, have purchased twenty-eight acres of the land, and twenty of the former army storehouses on the former site of Camp Zachary Taylor at Louisville, Ky., and incorporated the Loose Leaf Tobacco Company with a capital stock of $75,000. The market will open as soon as the new crop begins to move.

MINNESOTA EXPERIMENTS

Michael Nies, of Richmond, Minn., local tobacco expert, writes that 118 acres were planted in tobacco last year in that locality. It sold all the way from 35 to 7 cents, bringing a return upon 138,729 pounds of $17,732.57; 83 acres sold for 7½ cents straight. On Mr. Nies' farm seven acres averaged $397.40. There were fifty-five growers who raised a crop in 1920. The acreage in 1921 will be 110 acres, or about 8 acres less than last year. Planting of the crop is practically finished.

UNIVERSAL HISTORY OF TOBACCO



Tobacco smokers occupied special seats of vantage in Elizabethan theatres. Three-legged stools were placed on the stage, and attendants served ale and tobacco to these fortunate followers of Thespis. This custom is probably the origin of the Theatre Box.

LIKE the modern cigar manufacturer, the owners of early English playhouses evidently realized the profit-possibilities of making their floor-space fully-productive of revenue.

Makes Your Stripping-Room Space More Productive

Floor space represents money for rental, or investment, and for maintenance. It pays for itself only by production. The greater the output per square foot, the lower your operating cost per square foot.

The Model M Universal Tobacco Stripping and Booking Machine occupies no more space than a hand-stripper. But it will do the work of up to three hand strippers. Therefore, it greatly multiplies your stripping room production, on a square foot basis, thus reducing your costs and increasing your production.

Whether your factory has as many as a hundred, or as few as two or three cigar makers, the Model M Universal will save you money and improve your product. Big manufacturers and small have proven this to be true.

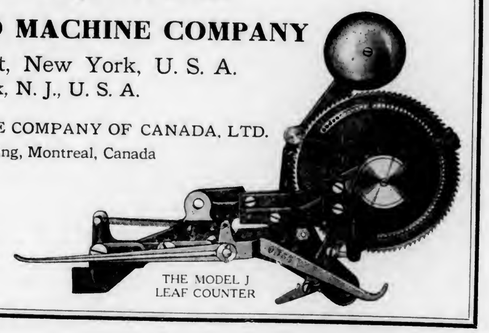
Over 2,000 large and small factories are already equipped with Model M Universals. Send for Catalogue and Price List.

UNIVERSAL TOBACCO MACHINE COMPANY

116 West 32nd Street, New York, U. S. A.
Factory: Newark, N. J., U. S. A.

UNIVERSAL TOBACCO MACHINE COMPANY OF CANADA, LTD.
108 St. Nicholas Building, Montreal, Canada

Model J Universal Leaf Counter—An attachment for the Model M Universal Tobacco Stripping and Booking Machine. Counts the leaves as they are stripped in any number desired, from twenty to eighty to a pad.



THE MODEL J LEAF COUNTER

Market for Tobacco Products in Palestine

AMERICAN cigarette manufacturers may find particular interest in the recent opening in Palestine of a very promising, although not comparatively large, market for tobacco products of various sorts. The local government in a recent official announcement has stated that the rights and privileges of the Regie Co-Interessee des Tabacs de l'Empire Ottoman set out in a convention dated August 4, 1913, are suspended in Palestine. The announcement states that the cultivation of tobacco has been permissible since January 4, 1921, and that the taxes on imported tobacco, cigars, cigarettes, and snuff, as well as the license fees levied under the above-mentioned law and regulations, and all powers vested in the Regie administration are abrogated as from March 1, 1921.

An originally Anglo-French concern, known as the "Regie Co-Interessee des Tabacs de l'Empire Ottoman," has controlled the cultivation of tobacco and the manufacture and sale of tobacco products in Palestine, as a part of the former Turkish Empire, for a considerable number of years. The Regie administration has had the right to define the areas which could be used for tobacco cultivation, and where such cultivation was permitted by its license the crop remained under the absolute control of the Regie until its maturity. A price for its purchase by the Regie would then be fixed. If the grower were dissatisfied with this price, and it was usually quite low, he had the option of exporting his crop through the warehouse organization of the monopoly administration and under the payment of various taxes. This restriction of tobacco cultivation was strictly enforced by police supervision and offenders were subject to heavy fines.

Local importers inform the Jerusalem consulate that there has been an immediate improvement in the demand for Egyptian, American and English tobacco and cigarettes, with possibilities for growing imports of such. The Regie factory still continues to function and its product is still on the market, but it can not compete excepting at prices materially reduced from its former scale. Consumers are benefitting appreciably by the lower prices. Some of the Egyptian cigarette manufacturers, among them one American firm, are reported to be taking steps toward establishing branch factories in Palestine. One American manufacturer of cigarette paper has informed the Jerusalem consulate that he is seriously contemplating the establishing of a branch factory in Palestine if he can arrange for sufficient supply of the necessary linen rags to be imported. As has already been noted, arrangements are also under way for the increased cultivation of tobacco in Palestine.

Present Demands of the Local Market.

The lower and medium qualities of tobacco and tobacco products suit best the Palestine demand. Local dealers estimate that before the abrogation of the monopoly the retail sales of tobacco products in Jerusalem alone reached a total of $1500 daily. This is believed high, but their estimate of a yearly consumption of all tobacco products, reaching approximately the value of $1,000,000 for the whole of Palestine, as soon as the freely competitive market gets to operating smoothly, is believed to be reasonable.

Cigarettes and loose cigarette tobacco in small packages are the best-selling items. Cigarettes in 10 and 20 size cardboard packets, to retail at 8 and 16 cents, respectively, are tentatively agreed upon by local dealers as the best sellers. Loose cigarette tobacco, 1 ounce to the package, to retail at from 10 to 15 cents, would be next in favor. Many local smokers prefer to roll their own cigarettes. Packages should be attractively lithographed and carry a distinct trade-mark or figure to identify and establish the brand. Local dealers estimate that the trade consumes approximately 48 per cent. of power-grade, 45 per cent. of medium-grade, and 7 per cent. of high-grade cigarettes. The higher-grade cigarettes might be packed in tins, the medium-grade in cardboard, and the lower-grade in paper.

Local smokers are not educated generally to pipe smoking, although there is some demand. Cigars are less in demand. Snuff and tombac are popular, but these two specialty preparations can be best supplied from neighboring sources of production and it is not believed that this particular demand would interest American manufacturers. Tombac is the pat of natural leaves of a special variety of tobacco (*nicotina rustica L.*) prepared for use in the narghileh or "hubble-bubble." The kinds most favored locally are of Persian production. Snuff retails at about 8 cents an ounce. More expensive kinds would not meet with much sale. Chewing tobacco is not as yet much in demand, although there are possibilities.

The so-called Virginia types of cigarettes, made, it is understood, from American tobacco, were well introduced by the British troops during the war. The local native had the opportunity to acquire and smoke these cigarettes, and the opinion is that he likes them. The 10 and 20 size packages would, of course, suit his ideas best. Cork tips, gold tips, and the name of the maker on the cigarette paper in gold letters are all little touches that would appeal to the local trade if they could be economically used with a cheap cigarette. The climate has no particularly deteriorative effect on prepared tobacco, but a waxed-paper wrapping for the inside of the container would be of value if cost permitted. A distinctive mark of some attractive figure is, however, especially important for establishing a brand with the average illiterate consumer. Brightly colored placards should be supplied for advertising purposes, and such placards might carry both the English and Arabic inscriptions. These two languages, together with Hebrew, are recognized as the official languages of Palestine.—"Commerce Reports."

ACREAGE CUT OUT IN ONTARIO

A dispatch from Ontario, Canada, reads: "With many barns still filled with last year's Burley leaf, Essex county farmers in the Leamington district have little hope of tobacco being a profitable crop this year. Indicating that few of the farmers, who formerly made good profits from growing tobacco, will not this year grow Burley, only seventeen licenses to grow tobacco have been issued to Leamington men against more than 100 a year ago. Much of the land that for several years past has been used for tobacco growing is now cropped with wheat, tomatoes and potatoes."

LUCKY STRIKE CIGARETTE
A new size package!
Ten for 10c.
Very convenient.
Dealers carry both;
10 for 10c; 20 for 20c.
It's toasted.
Guaranteed by The American Tobacco Co.
Have you tried the new 10c package?
Dealers now carry both;
10 for 10c,
20 for 20c.
It's toasted.
LUCKY STRIKE CIGARETTE
In a new size package
LUCKY STRIKE CIGARETTE
10 cents. Handy
dealers carry both.
10c; 20 for 20c.
It's toasted.
Guaranteed by American Tobacco Co.
These Lucky Strike ads are running every week in newspapers all over the United States
LUCKY STRIKE
Cigarette
To seal in the delicious Burley tobacco flavor.
It's Toasted
Guaranteed by The American Tobacco Co.
LUCKY STRIKE
cigarette
It's toasted
Guaranteed by The American Tobacco Co.
LUCKY STRIKE
"IT'S TOASTED"
Cigarette
No cigarette has the same delicious flavor as Lucky Strike. Because Lucky Strike is the toasted cigarette.
Guaranteed by The American Tobacco Co.

Two National Favorites
HYGIENICALLY-MADE

WAITT & BOND **BLACKSTONE**
Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND **TOTEM**
Imported Sumatra Wrapper
Long Filler

WAITT & BOND, Inc.
NEWARK NEW JERSEY

MADE IN BOND
FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In
CHARLES THE GREAT CIGARS
A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER
SALVADOR RODRIGUEZ
TAMPA NEW YORK HABANA

Leaf Market Jottings

(*Continued from Page 10*)

Co-operative Burley Marketing Association were offered for signature. It was anticipated by those interested that 2,000,000 pounds of tobacco would be pledged to the movement, and that the organization committee would obtain the signatures of 75 per cent. of the growers, because this county was one of the best organized in the burley belt.

Official quotations of the Louisville Leaf Tobacco Exchange are as follows: 1919 Dark Red Burley. Trash $4 to $7. Lugs, $10 for common to $22 for good. Common leaf, $12 and $15; medium $22; good $30; fine $45.

1919 Bright Red. Trash $5 to $10. Lugs, $14 for common to $25 for good. Common leaf, $20 and $22; medium $25; good $40; fine $60.

1919 Colory. Trash $7 to $12. Lugs, $17 for common to $40 for good. Common leaf, $22 and $28; medium $35; good $45; fine $65.

1920 Dark Red. Trash $3.50 to $4.50. Lugs, $6 for common to $11 for good. Common leaf, $6 and $8; medium $11; good $25; fine $35.

1920 Bright Red. Trash $4 and $5. Lugs, $8 for common to $12 for good. Common leaf, $8 and $9; medium $20; good $30; fine $36.

1920 Colory. Trash $6 and $8. Lugs, $10 for common to $16 for good. Common leaf, $10 and $12; medium $25; good $40; fine $55.

1919 Dark Crop. Trash $4 and $5. Lugs, $6 to $8. Common leaf, $9.50 to $12.50; medium $16; good $20; fine $25.

1920 Dark Crop. Trash $3 and $4. Lugs, $5 and $6. Common leaf, $7 and $8; medium $11; good $13; fine $20.

In the South interest centers in the co-operative selling scheme, which is expected in Virginia to become operative about July 1, and perhaps also in North Carolina and other States. The general plan is to elect officers and directors to have full charge of the business of tobacco handling for five years.

Assembling depots or warehouses will be established and maintained; experts will be placed in charge who will grade the tobacco and issue receipts. But the details of organization remain to be worked out, after which will come the practical experience.

An often-quoted authority says: "We are not prejudiced against any plan or movement that will help the farmer, but we are thoroughly of the opinion that the best and only practical way to sell tobacco is at public auction on the warehouse floors." But a very large part of the tobacco country does not seem to think so, and a warehouse proposition in Pennsylvania last year was rejected almost unanimously. From observation of co-operative schemes, we believe that if the farmers leave the warehouses in the South, they will revert eventually to independent and individual selling.

Kinston, N. C., estimates the crop acreage at about 75 per cent., with the conditions unfavorable, and poor prospects for a yield.

The crop in Eastern North Carolina and South Carolina is earlier than usual this year, and many of the markets will open about July 10. The quality of the crop is reported to be only fair.

Oxford, N. C., reports an acreage of about two-thirds of last year's. The crop looks fine and the stand is 100 per cent.

The close of the season at Clarksville, Tenn., was made notable by the sale at Clarksville Loose Leaf and Warehouse Company of a lot of fine dark leaf, to the Imperial Tobacco Company at $68 per hundred and $43 per hundred. The crop was raised by C. H. Groves.

DOCTORS' OPINIONS

Under the above heading, in the June number of London "Tobacco," the editor writes entertainingly as follows:

Two doctors, at least, have thought well to give certificates of merit to tobacco smoking. Publicity was given to some remarks of Sir J. Cantlie, M.D. His statement was that tobacco was one of the four social poisons, the others being tea, coffee and alcohol. The delightful thing was that these poisons have an order or degree of harmfulness. Smoking is the least harmful of them all. So far, so good. But the one M.D., no matter how renowned he may be, is not allowed to have it all his own way. That would never do. So up comes another M.D., who writes to the Editor of the "Daily News," saying he would be grateful if Sir James or any other medical liquor champion would produce evidence of one single teetotaler who has been permanently damaged (poisoned) by excessive indulgence in tea or coffee. The other doctor is asked for evidence.

Tobacconists can only conclude from this display of expert knowledge one thing, and that is that tobacco smoking is of very little harm indeed If some doctor says it is less harmful than tea or coffee and another implies that the latter articles are not harmful at all, then tobacco is proved to be less harmful than that which is not harmful, a nice enough dialectical point, in all conscience. The real question of course has nothing to do with the use of tobacco or of tea, or of coffee, but concerns the excessive use of either of the three. Good English beef (if there is much about just now, which we doubt) is not scheduled as a poison, but it is one—used in excess. Ask either of the doctors who have given their opinions about the tobacco and tea.

RALPH D. COHEN MARRIED

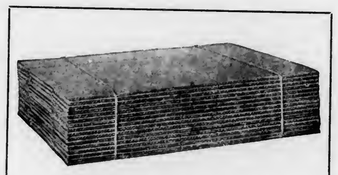
Ralph D. Cohen and Miss Emma Balterman were married on Sunday, June 19. Mr. Cohen has been connected with the Pasbach-Voice Lithographing Company since its inception and is direct assistant to Mr. J. A. Voice, secretary and general manager of the company.

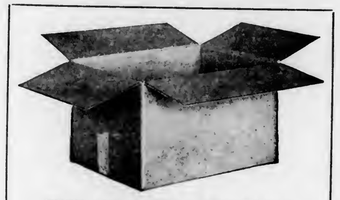
The popularity of Mr. Cohen in the trade was indicated by the fact that very many prominent members were present and with the office and factory staff there was quite a host to extend their hearty good wishes for the happiness of Mr. and Mrs. Cohen.

Scharff-Koken Mfg. Co.
ST. LOUIS, MO.

IF YOU WANT TO SAVE TIME and MONEY
USE
Corrugated Fibre Shipping Cases

Endorsed by Manufacturers and Jobbers who have learned that "A Dollar Saved is a Dollar Made"


CORRUGATED BOXES REACH YOU IN FLAT BUNDLES, LIKE THIS


THEY ARE QUICKLY AND EASILY SET UP, LIKE THIS

More quickly packed, require less space, and are cheaper than wood.

Sealed to meet all regulations, and reduce to a minimum breakage and pilfering claims.

Guaranteed to meet all requirements of Express, Parcel Post and Freight.

Reduce *your* shipping expense. Our prices have already declined heavily, and it will pay you to investigate.

Save money by writing us today, stating method of transportation used, weight of contents, and dimensions.

Scharff-Koken Mfg. Co.
ST. LOUIS, MO.

It Draws Quality Trade!

Better business goes with Mapacuba because Mapacuba insures "better smoking"

Havana filler cured and blended by the famous Bayuk process. Sumatra wrapper

2 for 25c., 15c.

BAYUK BROS., INC.

Originators of the

BAYUK INIMITABLE BLEND and BAYUK INCOMPARABLE BRANDS

PHILADELPHIA

La Flor de Portuondo

Established 1869

GENUINE

Juan F. Portuondo

Cuban Hand-Made CIGARS

The Juan F. Portuondo Cigar Mfg. Co.

PHILADELPHIA

Notes and Comment

It is stated that the Liggett & Myers Tobacco Company has sold its building at Magazine and Julia Streets, New Orleans. The company gave up its factory there some time ago to concentrate at St. Louis.

The S. and S. Shop has incorporated at Wilmington, Del., with a capital of $25,000 to deal in tobacco in all forms, by Edmund C. McCune, Robert Pennington and Charles B. Bishop.

Butz Brothers have entered into the wholesale cigar business at Lafayette, Indiana, with headquarters at Maine and Eighth Streets. They formerly operated the Fowler Hotel cigar stand.

The U. R. Cigar Company of Brooklyn, N. Y., has been incorporated with a capital stock of $10,000 by A. Rivera, J. J. Ulfe and J. R. Quigley, of 164 Montague Street, Brooklyn, N. Y.

The El Pino Cigar Company has been incorporated in New York by C. M. Amato and J. J. Bongivono with a capital stock of $10,000, at 321 East Forty-fifth Street.

The Albany Cigar Company has been incorporated at Albany, N. Y., by C. T. Grinman, F. Fleishman and L. C. Rosenthal, with a capital of $5900.

The Packville Cigar and Confectionery Company has been incorporated under the laws of Delaware with a capital of $50,000.

The "New York World" says that the most popular things in the demonstration garden in Union Square Park is the tobacco.

The Tobacco Products Company has been granted a license to do business in the State of Kentucky. The corporation has an office in Louisville.

The Connecticut Valley Tobacco Association has filed articles with the Secretary of State. The subscribers are Fred B. Griffin, Joseph W. Alsop, Benjamin L. Haas, A. T. Patteson, Frank B. Bach, John B. Stewart, Alfred I. Mendelsohn, E. A. Hatheway, S. Hartman and V. C. Brewer.

The new officers of the Connecticut Leaf Tobacco Association are: F. B. Griffin, president; E. A. Hatheway, vice-president; H. R. Lathrop, secretary and treasurer.

The China American Tobacco and Trading Company, Inc., is now occupying its new offices in the Cunard Building, 25 Broadway, N. Y.

By an order in council of the government of Sudan April 14, 1921, the following rates shall apply to all tobacco, including "tombac," not cleared through the customs before the date of the publication of this ordinance: Leaf tobacco, 60 piasters per kilo (formerly 50 piasters); stemmed leaf tobacco and tobacco manufactured, cut or powdered, or in cigarettes, 70 piasters per kilo (formerly 60 piasters); cigars of whatever quality, 70 piasters per kilo (formerly 60 piasters).

(Piaster—about 4½ cents; kilo—2.2046 pounds.)

END OF THE FLORIDA-GEORGIA TOBACCO SCARE

THE following article is a reprint of a contribution from the United States Department of Agriculture and is self-explanatory:

Statements reported to have been circulated in the press and in the tobacco trade to the effect that the Florida-Georgia shade-tobacco industry has been destroyed by the tobacco blue-mold disease, which recently appeared in that region, have not been authorized by the United States Department of Agriculture, and are entirely without foundation. The disease, which, so far as known, was first observed on commercial plantings in this country early this season in the Gadsden-Decatur district, and aroused much apprehension among the growers there at that time, has been under investigation by us since late in March. The infection in the seed beds was distinctly threatening and the same condition existed in a very considerable number of the fields for several weeks. Since about the middle of April growing conditions in the region have been favorable for the development of the crop and adverse to the spread of the disease, so that its attacks have been substantially confined to the lower leaves, and are estimated at not to exceed 5 per cent. of the crop in the infected areas; that is, on the average only abont one leaf per plant. Advices to the end of May indicate that the crop is making a rapid, luxuriant growth, showing little insect injury, with little probability of spread of blue-mold later in the season.

The hot dry period during the first ten days of May appears to have had much to do with checking the further development of the disease. This was followed by nine days of light rains which were very favorable to the growth of the tobacco and did not cause any noteworthy spore production of the fungus. Since then the weather has been dry and very few new spots have developed.

We are informed that statements have been made to the effect that this disease will spread on tobacco in storage and that even leaves which may mature without visible infection would be unsuitable for use. There is no foundation for such statements, as the disease does not spread on harvested and cured tobacco. Clean leaves are in all respects normal and suitable for wrapper use.

In some ways the common names "mildew" and "mold" that through long usage have become attached to fungi of this group (the Peronosporas) are unfortunate, since if they are used without qualification they mean one thing to one man and another thing to another man. We qualified them properly in our usage, but all have not done so. The fungus here in question has nothing in common with the ubiquitous white and green mildew, common on a great variety of objects in damp weather—foods, leather, decaying vegetation, etc. —nor has it anything in common with the white mold that troubled cigar makers in various sections of the country some years ago and for which the Department of Agriculture devised a remedy.

Press reports that the tobacco blue-mold disease has appeared in Connecticut, North Carolina, or other districts are without foundation so far as the Department of Agriculture has information, nor has the disease appeared in the Madison or Dade City districts of Florida or in southern Alabama.

WD C TRADE MARK

Never Show a Man Partly Filled Pipe Cases

There's a queer kink in the make-up of the average man. His favorite game is "follow the leader." He does what others do. Buys what others buy. Wants the kind of pipe the other fellow smokes.

So when he sees a partly filled pipe case, with depressions showing where other pipes rested, his first reaction is a desire for one of the shapes that is not there, the shape that some one else likes. You may have noticed that.

It's always good salesmanship to have full cases. As soon as a pipe is sold, refill the empty place with another pipe. You'll find that you will not only sell more pipes, but the buyer will be better satisfied, he won't feel that he is taking what is left—what the other fellows do not want.

You can always obtain from your jobber a prompt delivery of refills for any W D C assortment. Incidentally, that is the most economical way to buy.

WM. DEMUTH & CO.

NEW YORK

World's Largest Pipe Manufacturers

EXCLUSIVE PROCESS
....UNION MADE....
PATTERSON BROS. TOBACCO CO., TR.
RICHMOND, VIRGINIA
IF YOUR DEALER DOES NOT HANDLE THEM, WRITE US

CLIMAX
PLUG TOBACCO
THE GRAND OLD CHEW

To the Retailer:

The convenient 10¢ vest pocket tin will make many sales for you if kept displayed on your show case- (1 dozen 10¢ Tins in counter display carton)

Climax in the sanitary vest pocket tin is particularly satisfactory to users of Plug Tobacco who do not wish to carry a large cut of tobacco loose in the pocket.

P. LORILLARD COMPANY
Established 1760
Oldest Tobacco Manufacturers in the World

Tobacco Patents Granted

[Full details and specifications of the following patents may be had by addressing the Commissioner of Patents, Washington, D. C., and enclosing ten cents for each patent wanted. In ordering give patent number only.]

No. 1,373,849. TOBACCO PIPE AND CIGAR HOLDER. Alfred Webber, Portsmouth, England, patentee.

Patent granted for a tobacco pipe which has the bowl divided by an annular ledge providing restricted communication between the bowl portions and opposite sides of the ledge, and an imperforate non-absorbent partition removably supported on the ledge as a support for the tobacco, there being air passages formed between the ledge and the partition.

No. 1,374,687. CIGARETTE HOLDER AND MOUTH PIECE. Neal H. Stephens, Katalla, Alaska, patentee.

A cigarette holder and mouthpiece comprising a stem with a longitudinal vent therethrough, the forward end of the stem being cut down so as to leave an annular shoulder means for releasably securing the cigarette paper to the forward end of the stem; a paper-engaging ring slidably mounted over the forward end of the stem; and means for permanently retaining the paper-engaging ring upon the stem.

No. 57,837. CIGAR-LIGHTER. Patent awarded Elmer P. Hersey, Boston, Mass., for an ornamental design for a cigar and cigarette lighter.

No. 1,378,013. CIGAR-LIGHTER. Charles F. Cuno, Meriden, Conn., patentee.

In an automatic switch a rotatable device, a spiral cam rotatable thereby, a circuit closer adapted to open and close an electric circuit, means co-acting with said spiral cam and also co-acting with said circuit closer to control the latter for the purpose of opening and closing the circuit depending upon the position of said means relatively to the cam.

No. 142, 535. CIGARETTES. .Patent awarded George P. Francis, Pawtucket, R. I., for a trade-mark for cigarettes.

No 1,379,344 CIGARETTE FORMER. George E. Jackson, Brooklyn, N. Y., patentee.

The combination with a tobacco container having a cover member provided with an opening, of a device for forming cigarettes comprising a plunger member, a slide having formed thereon a nozzle adapted to be projected through the opening in the cover, a shoulder formed on each slide for limiting the outward movement of the nozzle, a flanged slotted portion formed on the slide constituting a guide for the plunger and a lug on said slide serving as a stop for the plunger.

No. 1,379,659. CIGARETTE CASE. Russell A. Talbott, Cranston, R. I., patentee.

Cigarette case comprising a body portion having inturned side edges providing a groove or channel of substantial depth on either side to receive and guide the ends of articles laid transversely therein, means for discharging the articles one by one from the end of the body, and means for automatically feeding the remaining articles forward in the body to take the place of those discharged therefrom.

No. 1,379,702. CIGARETTE AND CIGAR DISPENSER AND CONTAINER. David Shapiro, New York, N. Y., patentee.

In a device of the class named, a cigarette container, means for removing one cigarette container at a time from the container, said means comprising a pivotted frame having a flat cigarette carrying projection, said frame carrying a bar to operate as a stop for a cigarette when said frame is in its operated position.

No. 1,379,865. CIGARETTE-ROLLING DEVICE. Albert C. H. Holdbrook, Providence, R. I., patentee.

A cigarette-rolling device, comprising a divided frame having its halves hinged together, a plurality of elongated rolls arranged in a circle having their peripheries in close proximity to each other and having bearings in said frame halves, a gear on each roll, a main central, hand-operated gear for engaging the gears on all of the rolls to rotate them in unison, said frame halves being adapted to be swung apart to receive the tobacco between the sets of rolls and then close, and means for locking the frame halves in closed position.

No. 1,380,179. APPARATUS FOR USE IN ASSORTING CIGAR-WRAPPERS. Thomas Baer and William H. Bitler, Terre Hill, Pa., patentees.

The combination with a plurality of article-supporting devices spaced apart, of a plurality of sets of shafts, the shafts of each set being concentric and differing in length from the shafts of an adjacent set, each shaft being adapted for connection with a separate element of a register, and one of the shafts of each set serving to rotatably mount the other shafts of that set, and means for operating selected shafts of the various sets.

CHEAPER CIGARS IN GREAT BRITAIN

Among the minor questions interesting Great Britain at the present time few arouse greater concern than the high cost of first-class cigars. The Government has now decided to remove the *ad valorem* tax of 50 per cent. in favor of a special duty of 15s. 7d. per pound, and there is some hope that the cost of living in this respect will be reduced. In this connection the following statement in the London "Times," which is an expression of opinion by a man high in the international tobacco trade, is deserving of consideration:

While the disappearance of the *ad valorem* duty is leading to a marked reduction in prices, cigars of good quality still cost twice as much as they did 10 years ago, and the prospect of the cigar leaf being reduced in price in the near future can not be regarded as promising. The 1921 crop, it appears, is a failure, as heavy rains washed out the young plants. Labor costs in the Habana district, moreover, are up by 300 to 400 per cent. When sugar speculation was at its height and Cuban growers were getting prices which raised the cost to the English consumer to 1s. 2½d. a pound, it was difficult to get labor for the tobacco lands, and sugar canes replaced the tobacco plant as a crop over an extensive acreage. There has been some change in the situation in the last year, but wages are still high and land which has been used for sugar can not be brought back to tobacco cultivation until after the lapse of several years.

"Notwithstanding these difficulties," the authority referred to said, "you will now be able to buy a reasonably good Habana cigar in this country for a shilling. By that I mean a cigar not perhaps of finest quality or large in size, but one made in reputable and famous factories. Compared with other commodities, cigar leaf and cigar production costs in Habana have not been seriously raised. I think that this is realized, as the demand for cigars in England following on the decision to withdraw the supertax is distinctly improving. The cigars which will now come out of bond are not only good, but they are perfectly matured as a result of the holding back of buyers.

F. LOZANO, SON & CO.
HAVANA CIGARS
TRADE MARK
F. LOZANO
FLOR DE NARVEZ
VICLO

WALLS COURT
EL LESSERO
CALATRAVA
REG. U. S. PAT. OFF.
FACTORY & MAIN OFFICE, TAMPA, FLA.
NEW YORK OFFICE, 437 FIFTH AVE., N. Y.

EL VERSO

HAVANA CIGARS
Seven Sizes to Please the Most Discriminating
The Deisel-Wemmer Co.
MAKERS
Lima :-: Ohio

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
General Office and Factory, TAMPA, FLA.
Eastern Office
222 Pearl St.
New York
Warehouse
Havana
Cuba

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Danville, Va.
DEPT. A

Tobacco Merchants' Association Registration Bureau,

5 Beekman Street
NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made fo every ten (10) additional titles necessarily reported.
made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

POLA NEGRI:—47,142. For all tobacco products. June 11, 1921. The Moehle Litho. Co., Brooklyn, N. Y.

MISS READING:—42,143. For all tobacco products. April 5, 1921. Geo. E. Shupp, Shillington, Pa.

LA BELDAD:—42,144. For smoking tobacco only. June 7, 1921. Martin & Viegas, New York City.

THOMAS MUDGE:—42,146. For cigars, cigarettes and tobacco. June 14, 1921. The Moehle Litho. Co., Brooklyn, N. Y.

PEARLS OF EGYPT:—42,147. For cigars, cigarettes and smoking tobacco. June 11, 1921. Tobacco Products Corp., New York City.

MAIN STREET:—42,148. For all tobacco products. April 5, 1921. American Litho. Co., New York City.

LULU BETT:—42,150. For all tobacco products. June 21, 1921. Edw. Hemple, Pittsburgh, Pa.

LITTLEMORE:—42,151. For cigars only. June 17, 1921. K. Sachs & Son, Brooklyn, N. Y.

BOBAKINS:—42,152. For cigars. June 20, 1921. Grommes & Elson, Chicago, Ill.

BETH LEE:—42,153. For all tobacco products. June 17, 1921. American Litho. Co., New York City.

OLD DEERFIELD:—42,154. For cigars. May 14, 1921. Campbell Cigar Co., South Deerfield, Mass.

ABOLITION:—42,155. For all tobacco products. June 18, 1921. F. M. Howell & Co., Elmira, N. Y.

LENKO DE GARCIA:—42,156. For cigars. May 26, 1921. S. Lenkowitz, New York City

VINSOR GARCIA:—42,157. For cigars. June 14, 1921. Benjamin Stein, New York City.

LOYAL HEART:—42,158. For cigars. May 14, 1921. Rico & Gonzalez, Brooklyn, N. Y.

ANGLICAN FRATERNITY:—42,159. For cigarettes. June 13, 1921. John H. Eaton, Philadelphia, Pa.

CUBAN SHADE:—42,160. For leaf tobacco. June 23, 1921. Wedeles Bros., Chicago, Ill.

FLOR DE GEREND:—42,161. For cigars. June 20, 1921. Harry B. Gerend, New York City.

TRANSFERS.

FLOR DE COLBERT:—14,149 (Tobacco Journal). For cigars. March 7, 1893. Witsch & Schmitt, New York City. Transferred to American Litho. Co., successors to Witsch & Schmitt, to F. Vega & Co., Chicago, Ill. June 10, 1921.

EL TRIBUTO:—4806 (Tobacco Journal). For cigars. November 11, 1885. Steinecke & Kerr, New York City. Transferred to Gibson-Snow Co., Inc., Albany, N. Y. and re-transferred to R. Steinecke Co., New York City, June 14, 1921.

PHOENIX:—3. Legal Protective Association for cigars. June 1, 1881. Hyman Bros. and Lowenstein, New York City. Was acquired by various transfers by the Consolidated Cigar Corporation, New York City, and re-transfered to American Box Supply Co., Detroit, Mich. November 4, 1919.

JOHN FRISHMUTH DEAD

John C. W. Frishmuth died at his winter home in Monticello, Florida, about the middle of June, after an illness of several months. Until recently he was head of the old smoking tobacco firm of Frishmuth & Co. He was 67 years of age. Funeral services were held at his late residence in Riverton, N. J., on Saturday, June 18.

The business was established in Philadelphia by his grandfather in 1810. He was a charter member of the Union League Club; member of the G. A. R. and the Masonic Order; Riverton Country Club and Riverton Yacht Club.

TOBACCO IN THE PARCEL POST TO GERMANY

The "Postal Bulletin" announces on June 7, that with respect to the freedom from customs duty to a limited extent of certain merchandise sent in "gift" packages to Germany, the Berlin office announces that tobacco will not be free from customs duty when contained in "gift" packages which will arrive in Germany after July 1 next.

The importation of tobacco requires no special permit from the Government authorities for imports and exports, but since manufactured tobacco will be subject to a very high customs duty, notice is given of the change so as to avoid complaints from senders and relieve the addressees of difficulties otherwise likely to arise.

A MEMORIAL SCHOOL BUILDING

W. N. Reynolds, president of the R. J. Reynolds Tobacco Company, Winston-Salem, N. C., will erect a $20,000 school building in Quaker Gap township, Stokes County, in memory of his mother, who was born and reared near the site of the school, which will be a handsome and modern two-story structure.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

The Standards of America

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

The Tobacco World
Established 1881

Volume 41 July 1 1921 No. 13

TOBACCO WORLD CORPORATION
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HIGH GRADE CIGAR LABELS AND BANDS
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723 BRYANT STREET, SAN FRANCISCO, CAL.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
Cigar Labels, Bands and Trimmings
of Highest Quality

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PASBACH-VOICE
LITHOGRAPHING CO. INC.
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GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Gratiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

High Grade Cigar Labels
WE have just purchased the entire stock of the exceptionally fine line of Labels formerly lithographed and carried by Louis E. Neumann & Co. This complete line, together with our own and those formerly made by Krueger & Braun, is now being offered at exceptionally low prices to close them out. Editions run from 2000 sets upwards. **Good opportunity to obtain a private label in small lots.**
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Wm. Steiner Sons & Co.
257 to 265 West 17th St. New York City

GEO. SCHLEGEL
22nd St. and Second Ave.,
NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET,
LOUIS G. CAVA, Mgr.

SHADEGROWN

Connecticut, Florida

and

Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

131-133 Water St., New York City

VOLUME 41 NO. 14

The TOBACCO WORLD

JULY 15, 1921

LIBRARY RECEIVED JUL 19 1921 U.S. Department of Agriculture

Five Points Which Should Appeal to Every Cigar Manufacturer

No. 1

THE WOLVERINE BUNCH BREAKER saves 35% to 40% of the binders. Where in hand work more than one binder is usually used, this machine requires but one. It is a strictly SINGLE BINDER MACHINE even on the most tender leaf.

No. 2

By actual performance it has been shown that production with the aid of these machines has increased 40%. And the same quality of workmanship has always been maintained. There is no limit to its production capacity.

WOLVERINE BUNCH BREAKER

No specially designed bunch breaker's table required; Simply screws down to any table

No. 3

The simplicity of operation makes it easy for inexperienced girls to operate them. When once adjusted it automatically warns the operator of the use of too much or too little filler. This eliminates "choakers" and too loosely rolled bunches. It always makes a uniform spongy free-drawing bunch. No twisted fillers.

No. 4

Makes any style or shaped cigar. For PERFECTO shapes a specially designed roller is furnished. Open or closed head work obtained with perfect satisfaction.

No. 5

OUR THIRTY DAYS' TRIAL enables you to prove for yourself all of the foregoing features. Shipped to you by prepaid express or parcels post without a cent of cost to you. No obligation on your part except to try it.

WRITE FOR ONE TODAY

PULTE-KORRECK MACHINE CO.

Manufacturers of

Wolverine Bunch Breakers and Wolverine Cigar Packers for Boxes and Round Tins.

GRAND RAPIDS MICHIGAN

Have a cigar

Many cigars bring their manufacturers more profit. Few bring their smokers more *satisfaction.* Have a White Owl.

As good as it looks

3 *for* 25c
9c *for* ONE
Box *of* 50: $4.00

General Cigar Co.
NATIONAL BRANDS
NEW YORK CITY

WHITE OWL

CHANCELLOR
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For years distinguished by its excellence
The Acknowledged Leader
Among Mild Sumatra-wrapped Havana Cigars

SAN MARTIN & LEON COMPANY
TAMPA, FLORIDA
Manufacturers of
HIGH-GRADE MILD HAVANA CIGARS
Under their Brands:
"SAN MARTIN y LEON"
"HOYO DE CUBA"
and
"EL BRICHE"

TOPIC
HAVANA CIGARS
10c. Straight, 13c., 2 for 25c
15c. Straight

The first choice among business men and after-dinner smokers, has met with wonderful success wherever placed : : :

Bobrow Brothers
Manufacturers
Philadelphia, Penna.
Makers of the famous "BOLD" cigar

LA PREFERENCIA. CIGAR
A SUCCESS BASED ON PERMANENT QUALITY

STICK TO Cinco - IT'S SAFE

OTTO EISENLOHR & BROS. INC.
PHILADELPHIA —— EST. 1850

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CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

SALESMAN WANTED

CIGAR SALESMAN WANTED—A local cigar jobber is anxious to secure the services of a first-class cigar salesman. Address Box 427, care of "Tobacco World."

FOR SALE

SCRAPS FOR SALE—Ohio Scrap filler for sale, clean and sound. Samples and prices submitted on request. C. C. Ehrhart, Versailles, Ohio.

FOR SALE—Old-established cigar manufacturing business with small-established trade and several well-known brands. Located in New York. Excellent opportunity for one or two aggressive young men. Address Box 405, c/o T. W.

FOR SALE—CIGAR LABELS AND BANDS; large and small quantities. Address American Box Supply Co., 383 Monroe Avenue, Detroit, Mich.

GENUINE HAVANA SCRAPS: 45 cents per pound. CONNECTICUT CIGAR SCRAPS: 15 cents per pound. PICADURA SCRAPS: 12 cents per pound. Samples sent on request. J. J. Friedman, 285 Metropolitan Avenue, Brooklyn, N. Y.

POSITION WANTED

POSITION WANTED—Experienced Stripper Foreman and Machinist on Universal Stripping Machines. Would like to connect with a large firm to take charge of a stemmery. Best of references. Address Box 426, care of "Tobacco World."

WANTED

CIGARS WANTED for jobbing trade in Lancaster County. Small or medium sized cigar manufacturer preferred. Cigars must be reliable and uniform at all times. Address Cash, Box 423, Lititz, Pa.

SALESMAN WANTED—A high class salesman wanted to represent Tampa concern in East and Middle West on strictly commission basis. A splendid opportunity for the right man. Address Box 415, c/o T. W.

CIGAR LABELS WANTED—Will buy small or large quantities of discontinued cigar labels and bands. Send samples with quantities and full particulars. Address Box A-212, care of "Tobacco World."

E. Rosenwald & Bro.
145 WATER STREET, - - - NEW YORK

HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
122 Second Avenue New York City

The Nickel

Former Vice-President Marshall announced before his retirement that what the country needs is

A 5-Cent Cigar

From the newspaper comment on that statement, it seems the proposition carried by an overwhelming majority

Manila can supply a hand-made, Spanish method, long-filler cigar that shows good profits to jobber and dealer for a nickle retail

Ask the Distributors or the Importers for Brands, Sizes and Prices

List of Importers and Distributors on Application

MANILA AD. AGENCY
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ROBERT EMMET CIGARS
Are Not Imitations

THEY are original in blend, style and flavor because they are the product of the master blender, Charles Spietz. The years of experience that have been his in the cigar making business have taught him many things about making good cigars and all this knowledge has been used to make Robert Emmet the great cigar t is

The public know that Robert Emmet is better than anything they have smoked in a long time because no matter how we try, we just cannot keep up with orders. Even our new factory is not enough to cope with the tremendous demand for Robert Emmet cigars and we are planning another factory to help us satisfy the demand of the public.

Brevas size—50 to the drum 10c

Manufactured by **Spietz Cigar Co.**

Harper and Seneca Sts. Detroit, Mich.

Two National Favorites
HYGIENICALLY-MADE

WAITT & BOND **BLACKSTONE**
Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND **TOTEM**
Imported Sumatra Wrapper
Long Filler

WAITT & BOND, Inc.
NEWARK NEW JERSEY

Camel quality is on the job for you!

Camels are made for men who think. That's why a fellow who smokes Camels, wants Camels and won't have anything else. You know that's so from your own experience.

Camel smokers want fine tobacco. They don't buy Camels for flashy frills on the package. Bet your life on that. Because there are none. You don't find us spending money on things that do not improve the smoke. The Camel package is the best that science can devise to keep Camels fresh and full-flavored. We save a lot of unnecessary expense by not dolling it up.

Every cent of this saving goes into Camels wonderful quality.

And here's something worth remembering. Camels sell in one size only. You know what that means.

One investment. Quick, easy turnovers.

Camel

R. J. REYNOLDS Tobacco Co.
Winston-Salem, N. C.

Volume 41

THE TOBACCO WORLD

Number 14

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, JULY 15, 1921 Foreign $3.50

EDITORIAL COMMENT

DURING the past six months the National Cash Register Company has sold more cash registers than in any other six months period in its history. It simply bears out the slogan of the Chicago "Tribune"; "1921 Is Rewarding Its Fighters."

A great many concerns decided that we were in for a year of poor business and cancelled their advertising and decreased or eliminated their selling forces. But the National Cash Register Company took off its coat and set out to create business. It organized a campaign, maintained its advertising and sent its salesmen out to get business. Executives of the company traveled around the country and met groups of salesmen, held meetings with them and kept the salesmen filled with enthusiasm.

The result is the biggest six months' sales the National Cash Register Company has ever had.

There are complaints from all parts of the country about the cigar business, but throughout the East there are a number of firms actually increasing their output. These firms are manufacturing good cigars, and are apparently giving the consumer full value for his money. The advertising of these concerns is being maintained. The salesmen have found that they can make sales and they are fighting for business every day—and getting it.

A whole lot of the poor business complained of is due to the mental attitude of the man behind the business. A little more faith in the country and a little more confidence in our businesses will do wonders. When we can work ourselves up to this pitch then we can advertise and put our salesmen on the road and impart to them some of our enthusiasm.

In every line of business in the country the following dialogue has been passed along for the past six months: "How's business?" and the set answer always comes back, "There isn't any."

It is a lot of "bunk," but just as long as we kid ourselves and kid each other, we are going to have a whole lot of people believing that there really isn't any business. This kind of talk is keeping men out of work, money out of work, and many businesses at a standstill

And meanwhile the fellows who had the vision to see the truth in the slogan, "1921 Will Reward Its Fighters," are out on the road getting their "reward."

Members of the industry are cordially invited when in Philadelphia to make the offices of THE TOBACCO WORLD their headquarters, and to make use of our services in any and all ways. For conferences a private office will be placed at their disposal, if desired. Remember the address, 236 Chestnut Street, Philadelphia, Pa. Telephone, Lombard 1768.

THE Fordney Tariff Bill does not in its present form give much cause for rejoicing either from the standpoint of the manufacturer or the smoker. It practically eliminates lower prices for some time to come. Except the manufacturers of cigars made strictly from domestic tobaccos, all others will feel the new tariff bill if it passes in its present form.

But R. G. Rhett, former president of the Chamber of Commerce of the United States, and at present chairman of the Committee on Taxation of the Chamber, said recently in Atlantic City, "All taxation must be based on the ability to pay."

Certainly we must have taxes. The needs of the nation are greater than the needs of any single industry. The question then arises whether continued high or higher prices as a result of the new tariff will so curtail production that the sum anticipated from the tobacco industry will fall below that figure.

If the industry holds its own and increases, then it can afford to pay. If, on the other hand, it will further depress the tobacco trade, then it most certainly should receive further consideration.

In the June 1 issue, THE TOBACCO WORLD pointed out that the first four months' production of cigars indicated a decline for the year, if the present rate continues, of more than 1,800,000,000 cigars. May figures show a greater decline than April. Whether general conditions influence this condition, or the continued high prices of cigars, is an open question.

It seems apparent on the other hand that a great burden will fall on the cigarette manufacturers in the new tariff bill. Since 1905 this branch of the industry has increased in production from 3,666,000,000 to 45,000,000,000 in 1920, while the cigar industry has

(*Continued on Page 20*)

PHILADELPHIA.

BAYUK BROTHERS' PICNIC JULY 23

The annual picnic of the office force of Bayuk Brothers will be held on July 23 at a place in New Jersey not yet determined.

Sam Bayuk has returned from Europe after attending the Sumatra inscriptions in Holland.

W. D. Hart, live wire representative on the Pacific coast, reports a steady increase in orders with his various accounts.

After an attack of malaria fever, which laid him up for some weeks, W. A. Thomas, Southern representative, is again calling on his customers. His headquarters are in New Orleans.

Joe Carlisle, in his survey of conditions in Pennsylvania and New York, reports that there is a very healthy improvement in general conditions to be noted.

F. W. Moritz is doing missionary work for the Detroit branch and is opening up a number of new accounts on all the Bayuk brands

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MAX LIPSCHUTZ RETURNS FROM LONG TRIP

Max Lipschutz, president of the Progressive Cigar Company, has recently returned from a long trip in the interests of the "Madame Butterfly" brand. His trip covered Dallas and Fort Worth, Texas; Detroit, Cleveland, Canton and Pittsburgh. The business resulting from the trip may make necessary the enlargement of the cigar manufacturing facilities in the very near future.

Newspaper campaigns on "Madame Butterfly" are now running in Baltimore, Md.; Fort Worth, Texas; Cleveland, O., and Pittsburgh, Pa. The Wade Drug Co., of Pittsburgh, are now featuring the "Madame Butterfly" in their fifteen stores.

In Philadelphia the brand is meeting with unusual success. Every bench in the factory is filled. No new accounts are being added at present, and will not be added until more factory space is obtained. The company admits that it may be detrimental to their best interests to turn away new accounts at this time, but it is their fixed policy that the standard of the cigars must be maintained at all times and they will not take chances by trying to increase their production until they have the facilities to turn out additional cigars of the same high standard.

EIGHT-CENT SIZE OF "ALL ALIKE"

The Juan F. Portuondo Cigar Manufacturing Company announce that they are now producing an eight-cent size of the well-known "All Alike" brand and that the same is meeting with hearty favor wherever introduced. The demand for the cigar is such that the firm has under consideration the matter of acquiring additional facilities for increasing the production.

The "Corona Chico," in lithographed cans, retailing at 15 cents, has met with approval and is selling well with the trade

James A. McDermott, of the selling force, has recently returned from a very successful trip through the Middle West.

"LA PALINA" GOING BY EXPRESS

So great is the demand for the "La Palina" cigars, made by the Congress Cigar Company, that President Sam Paley states that the entire production is being shipped by express in order to aid the jobbers in filling their back orders with the retail trade.

A deal has just been closed with E. V. Schnoor and Company, of Wichita, Kansas, and their branches, and the Schnoor Cigar Company, of Kansas City, Mo., whereby they will distribute the "La Palina" in all sizes in that territory.

FRED SUSS OPENS NEW ACCOUNTS

Fred Suss, president of Jacob Langsdorf Sons, Inc., is now on his way home from a highly satisfactory trip through western territory. He has devoted his efforts to "Langsdorf's Seleccion de Luxe" and "Flor de Langsdorf." These brands are all-Havana filler and are hand-made. A number of new connections have been made with high-class jobbers and he has opened accounts with some of the best retail and club trade in the territory.

"Langsdorf's Seleccion de Luxe" is a strictly Spanish hand-made cigar. It is produced in thirteen sizes and most of them can be found at the best hotel and club stands throughout the country.

In Philadelphia and vicinity Yahn and McDonnell are acting as the distributors.

In order to take care of increased business an extra floor has been added for cigar-making.

GEORGE PARKER "ROBERT EMMET" DISTRIBUTOR

George Parker, the well-known jobber, has recently acquired the distribution of the "Robert Emmet" cigar, made by the Spietz Cigar Company, of Detroit, Mich., for Philadelphia territory.

The first shipment of this brand, the brevas size, packed fifty to the drum and retailing at 10 cents, arrived last week. Accompanied by Factory Representative W. T. Marshall, Mr. Parker started out on his territory and in a day and a half had disposed of the entire shipment. A number of back orders are being filled from the shipments which arrived this week.

Mr. Parker is very much pleased with the manner in which "Robert Emmet" has taken with the trade and believes that in a short time it will be a leader in local retail stands.

JUNE BIG MONTH WITH CRESSMAN'S

Allen R. Cressman's Sons state that business with them for the month of June was of a record-breaking character.

At the Dempsey-Willard fight this company had a large signboard 30 feet by 90 feet which resulted in a tremendous amount of publicity from Maine to California for the "Counsellor" cigar They were unable, however, to get space at the Dempsey-Carpentier fight.

"RUYERA LOPEZ" REPEATING

Sam Olster, of the Ruyera Lopez Company, is now in Western territory and reports that the "Ruyera Lopez" brand is repeating wherever placed. The factory reports that they are behind on orders at present, but are making strenuous efforts to catch up.

A. Siegel and Sons report that they are increasingly busy and that "Norwood" and "Mi Careme" have a steady call with the trade.

Morris D. Neumann and Company have been favored with a steady demand for their "El Tello" and other brands. Mr. Neumann states that thus far, however, the demand for cigars has only followed the trend of general business conditions.

MONROE JARRETT SONS GET NEW LOCATION

Monroe Jarrett Sons, well-known cigar box manufacturers of this city, on July 12 consummated the purchase of the two three-story factory buildings on the southwest corner of Randolph and Jefferson Streets, standing on a lot 87 by 128 feet, and will occupy the same about October 1st.

By this acquisition, which in addition to the factory contains a power plant and offices, Monroe Jarrett Sons will have about 20,000 square feet of floor space, nearly four times the capacity of the present plant at the southwest corner of Marshall and Oxford Streets.

Renovation of the plant will begin immediately and the most modern machinery will be installed. An electric elevator will be included in the equipment.

Elmer Jarrett, the general manager of the company, says that their motto is "quality and service," and that by acquiring this new building and new equipment he hopes to satisfy his customers to the utmost.

CONVENTION OF THE TOBACCO ASSOCIATION OF THE U. S.

The Twenty-first Annual Convention of the Tobacco Association of the United States was held in the Powhatan Hotel, Washington, D. C., June 30, July 1 and 2. The attendance was about fifty, which was less than usual.

Reports of the secretary and treasurer were read and adopted, and President Carrington delivered his annual address, which was an illuminating exposition of the history of the tobacco trade, its present condition and prospects, as influenced by the Federal Reserve, the Railroads, the Revenue Laws and Foreign Exchange. He also reviewed the tobacco crops from 1919 to the present condition.

In closing he said:

"The term of my office ends with this session, and I wish to thank the members of this Association for their courteous and kind expressions to me personally and their assistance in helping me carry on this office. I sincerely wish that I would not be continued in this office and leave it with pleasant memories, which I can certainly do at this time and hate to run any further risk in this respect.

"Wishing everyone a most prosperous year and a happy life, this report is respectfully submitted."

Jesse A. Bloch, of Wheeling, W. Va., president of the Tobacco Merchants' Association of the United States, and Colonel W. T. Reed, of Richmond, Va., followed with addresses.

Election of officers resulted as follows: T. M. Carrington, Richmond, Va., president; George S. Norfleet, Winston-Salem, N. C., vice-president; W. T. Reed, Richmond, Va., vice-president; W. T. Clark, Wilson, N. C., vice-president; G. E. Webb, Winston-Salem, secretary and treasurer.

CROP REDUCTION IN KENTUCKY

A careful canvass of the land owners of Shelby County, Ky., during which more than 400 farmers were interviewed, shows that the 1921 tobacco crop to be set out in this county will show more than a 50 per cent. reduction compared with 1920. In other words, the statistics gathered indicate that 49 per cent. of the crop raised in 1920 will be put out this year.

The survey was made by G. Murrell Middleton, secretary of the Shelby County Farmers' Bureau, and he reports the reduction holds good in every section of the county. In gathering the information he made a record of the number of acres grown in 1920 and the number to be set out this spring. After calling on more than 400 land owners he compiled the information and the result is as given above.

Heretofore estimates as to the probable crop this year had placed it at 65 to 75 per cent. of the 1920 crop.

If this reduction is carried out throughout the entire Burley growing district it will mean a big curtailment in the 1921 crop and a consequent increase in the price, provided the coming crop is a good one. It seems to be the general impression among land owners of this county that more money will be realized from a small crop properly handled and properly housed than a much larger crop grown and handled as it was during the past year.—*Shelbyville News.*

J. R. Brewster, Inc., of Seattle, Wash., recently added two new stores to their string in that city, making a total of fifteen.

Business Building

By a trained Business Man and Advertiser
Written especially for
THE TOBACCO WORLD
by A.E.P.

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IT will do good work all along the line, Mr. Manufacturer and Mr. Jobber, if you will throw out the following thoughts to your traveling salesmen and tell them to act upon the same as they call on their customers and prospects.

It is good business for a traveling salesman to help his retail customers be better business men. And he can help mightily in this good work.

A small proportion of his customers are highly efficient in their stores and personnel; but the great proportion are far from being first class in their business management.

If the salesman will constitute himself a business teacher to these careless or lacking ones, and will tactfully tell them what to do to bring up their establishments to the high business level of the day, he will increase their capacity as distributors, and thus make for more and better business all along the line.

I don't mean to carry to this to such an extent as to be fussy and unwelcome, but to diplomatically educate his customers so every one of the many and complex features of business will be well performed.

It will require skill, and tact, and time, but it is worth it.

SUPPOSE you should meet with an accident which prevented you from handing out a smile to your customers as you waited upon them—how much damage would it do to you in dollars and cents?

The other day a boy came in contact with a live wire and his face was burned so he will never smile again.

The case came into court and arguments followed as to the value of his smiles through life. The lawyers argued, the judge charged, the jury listened. Then they went out and talked it over, and returned with a verdict of twenty thousand dollars in favor of the boy.

A smile ever on tap, a friendly look of the eye at the same time, make a combination that is irresistible. They will melt the coldness and indifference of people like the April sun melts the snow bank by the fence.

An old and grouchy man isn't a thing of beauty, but let him have a hint of a smile and a friendly twinkle of the eye, and he looks ever young, and even handsome.

Get the smile, the kindly look—they will be worth oodles of money to you. But they must come from the heart or they'll be a boomerang.

NO one can prophesy with certainty. Take the Indian, and the Cigar Indian, for instance. The prophets said the Indian would disappear, and everybody said the Cigar Indian would grow more multitudinous as population increased.

What happened?

We shoved the Indians on the barren rocks of Oklahoma, which, owing to oil, is the richest land in the country. These Indians are now plutocrats, each enjoying an income of two to five thousand a year, and they are more numerous than ever.

Where is the Cigar Indian? He has gone. Defunct. Disappeared. And the land which knew him once knows him no more.

For the Cigar Indian became lazy. He didn't paint up his robe when it became dull and rusty. When the small boy broke his nose he didn't grow a new one. His turkey feathers became a sight to see and he was too lazy to catch a turkey and provide himself with a new headdress. Being disreputable he brought disrepute upon the shop, and he had to go.

But he preaches a lesson in a thunderous tone to every careless dealer. Just as the Cigar Indian went because he became careless, so will any dealer go who possesses that fault and don't correct himself. The dark, dirty, unsanitary, unattractive store, with its unkempt and indifferent owner is doomed. And it must be corrected, or its name is Mud.

FRIEND CLERK, listen! A young feller started as errand boy in one of the livest drug and notion stores of Philadelphia. A lot of clerks were ahead of him—handsome, bright, intelligent fellows who were hard workers and strictly onto their jobs.

But today, thirteen years after, the young fellow, now aged twenty-seven, is manager of the store.

"Aw! he had a pull," some of you say, and stop reading right here.

But he had no pull. He merely was one hundred per cent. errand boy, and soon when he began selling he tried to be a hundred per cent. clerk. He kept fussing with the goods when they were a little out of place. He studied which were in most demand and kept them to the front, attractively displayed. He studied the show windows of other stores and made good suggestions. He studied the art of being pleasing, smiling, interested without overdoing the part.

He just trained himself to like the work and took pride and pleasure in doing it.

And naturally he drifted to the level where he be-

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TRADE NOTES AND NOTICES

The Sinbad Cigar Company, of Philadelphia, which has been in operation about a year, has closed its factory and according to reports has discontinued its business activities.

The Gadsden County Times, of Quincy, Fla., reports a sale of five acres of shade grown tobacco at 70 cents. The quality is stated to be a little above the average.

According to the Icelandic Telegraphic Bureau the Alting of Iceland has passed a bill providing for a State monopoly on the sale of tobacco.

The manufacture of Chinese matches is growing rapidly and will soon be a serious competitor of the Japanese industry. There are now four factories in the neighborhood of Tientsin, and though one has had to close down the remaining three have a producing capacity of 4000 tons a month. The actual monthly output is about 2500 tons, as against a demand of 2000 tons. Stocks in Tientsin and vicinity total 7000 tons.

The new prohibition commissioner wants every one to quit kicking his dorg aroun'. The wets arise to ask why have a dog that is always under everyone's feet.—*Washington Herald.*

William Paley, son of Samuel Paley, of the Congress Cigar Company, is spending his vacation in Cuba, making himself familiar with the various kinds of tobacco and the trade of that country. He is a student at the University of Pennsylvania.

The Manufacturers' Leaf Tobacco Corporation has been chartered in New York with an authorized capitalization of $153,000. S. Zipkin, P. Weiner and S. Sissolman are interested in the new organization.

The question whether tobacco is a luxury or a painful necessity depends largely on the tobacco. There are cigars and smoking tobaccos that soothe the savage breast and others that lead to profane language and unrest. The moral is to be careful to get the peaceful sort.

The United States Department of Agriculture estimates that the drought during the past month has caused a loss to Pennsylvania farmers of about one million bushels of wheat, seven million bushels of oats, and two hundred and eighty-five thousand tons of hay and proportionate losses in corn, potatoes and tobacco, according to the report issued on July 11 by G. L. Morgan, Agricultural Statistician, Bureau of Markets and Crop Estimates.

The Japanese Diet is considering a proposal for indemnifying tobacco planters for losses, incurred through inclement weather or insect destruction.

Consul K. S. Patton reports from Belgrade that the Director of State Monopolies in Jugoslavia has authorized sixty farmers to cultivate tobacco within the Department of Tselye. These authorizations permit the planting of 218,000 plants.

Y. Pendas & Alvarez have moved to 4 and 6 White Street, New York City.

The Fred Fugazzi Cigar Company, of Lexington, Ky., has filed articles of incorporation, the capital stock to be $15,000.

The Star of Cuba Cigar Company, of New York, has been incorporated with a capital stock of $6000, by G. Friedman, D. Rosner and M. Berger.

The Superior Cigarette Manufacturing Company has been incorporated in New York, with a capital stock of $100,000, by L. Monfried, M. Felchin and E. Felchin.

The Allied Tobacco Industries Exposition, which was to have been held in Chicago in September, has been indefinitely postponed.

The Standard Rock Cigar Company, recently started at Windsor, York County, Pa., reports good business, which is rapidly growing. They have been adding recently to the number of cigarmakers.

It is said that Belgium will open a tobacco market at Antwerp, to compete in handling the Oriental tobacco trade with Amsterdam and Rotterdam.

According to the United States Department of Agriculture the area planted in tobacco this year in Pennsylvania is estimated at 96 per cent. of last year's acreage or 38,400 acres. The condition of the crop on July 1 was 84 per cent. of a normal, indicating a yield of approximately 1277 pounds per acre and a production of 49,029,000 pounds, as compared with 60,400,000 pounds last year, and 55,294,000 pounds, the average production for the past ten years.

The "National Lithographer" says that the card players of the country are to be congratulated on the fact that the United States Playing Card Company, of Cincinnati, is turning out better and neater playing cards than were ever before offered to the public. A battery of offset presses is now engaged in turning out these cards in large quantities and the markets of the world are being supplied.

CHICK KIX ON OVERTIME

Deer Jim:

Gee Jim, Ime disspointed youd rather be a druggist clerk in old Pinkvill than to work in our cigar store over heer to Pike citty. Well the boss made you a good offer diddent he and if your boss giv you more munny to stay, thats a good thing for you too. You can tell fokes enmyway now what a regguler first class cigar store is like. Ime glad you cum over but Ime sorry you went back. But that aint going to keep me from riting same as ever.

Well my boss has dun marrid Dazie. Only I haddent awt to say Dazie enny more I spoze. Now sheez Missis Hecker and He bet sheel be trying to boss us all around and get stuck up and act like a millyun dollers insted of like she actid when she was the bosses exqwisit stenog.

But that aint the worst thats happend. That darnd Persy after getting fired has got back agen. The boss wants Persy's mother to be nice to Da—I mean to Missis Hecker so she can get to be a leeding sosiety dame, so he prommist to take Persy on for another trile. Good nite! I thawt that we was rid of that village pest.

We bin kind of short handed for a wile. The boss and his wife was away on a wedding tower and Persy wassent back agen yet, so the rest of us had to work more and Bob was the boss wile the boss was away. Everybody but Chick was willing to work harder and to stay overtime and get the store in shape and take care of stock that cum in and, etc., and do whatever awt to be dun, becaws we got a good boss and enny feller wood like to hav his boss hav a good time on a wedding tower and cum back and find everything all ok. But Chick he aint bin heer very long and he says he woodent work overtime for ennybody. Heez a crabber.

Well we treet everybody alike in this store but theres sum fokes that spend a lot more munny heer than others does and we cant help but want to pleez them a littel more. Theres J. B. Cortvelt. Heez got a lot of munny and he smokes fine cigars and he has lots of cumpany up to his big house on the hill and if he pays us a sent he pays us three or four hundred dollers a yeer. So when he cums in everybody just nachurly sprooces up and steps lively—everybody but Persy and mebby Chick. And Chick had one of his grouches on all the wile the boss was away.

So when old J. B. tellyfoned in about shutting up time the other day and wanted us to send him up two boxes of those biggest Rappahannahs, Bod sed to him shure weed send em rite up. Well I had about leventeen other packijes I had to deliver so I coodent take that one and Bob askt Chick if heed go becaws its almost on his way home, and Chick sed not by a dam site. He sed he had a date with a jane and he was going to keep it rite away and old J. B. cood go where its a 1000 degreez hot in the shade the yeer round. You kno where that is Jim. Its further off than Pam Beech.

I gess if the boss had a bin home Chick woodent bin so fresh and if he had of bin, heed of bin sent to that same place along with old J. B. But Chick new Bob coodent fire him. So that time Bob took thoze cigars up to old J. B. himself. Bob mebby diddent haf to do that. He cood of told him it was too late to deliver em that nite and of coarse they wassent enny mummy in it for Bob. It aint like working overtime where you get paid twice as much as when the whissel hassent blowed yet. Funny aint it how sum fellers is so frade they mite give the boss sum time he diddent pay for, but they aint so frade of taking a few cigers off him that they diddent pay for.

Well old J. B. new Bob is a kind of manager when the boss is away and when he saw he brawt the cigars himself becaws the rest coodent or woodent, why he thankt Bob speshully and he took the trubbel of telling the boss that Bob was a good feller to have in the store.

So the boss found out how Bob is working for the bizness and how Chick aint anything to brag of. But Bob woodent ever hav told about it you bet. Probbaly theres lots of things a boss never heers about, things thats pretty much to his advantij and things that aint so much to it, but I gess a fellers boss aint foold as much about him as sumtimes he thinks he is. Ive notist Mr. Hecker is alwys showing he knoze sumthing I never wood of thawt he new ennything about a tall. Thats how it cums that when he razes enny fellers pay I notis its alwys the feller that awt to hav his pay razed, not sum four flusher or sum feller like Chick thats afrade heel work moren he gets paid for working.

Theres moren one way of thinking about this thing of working overtime or doing moren youre reely paid to do in a store. A feller mebby goes along and every day he does just what the boss tells him to do and he waits on customers when they cum where he is and he

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Happenings at Washington of Trade Interest

(Special from THE TOBACCO WORLD's Washington Bureau.)

SLIGHTLY increased activity in the tobacco business is shown by reports received by the employment service of the Department of Labor, which state that concerns reporting for the month showed an increase in employment of 3387 persons, or 12.8 per cent. over May 31. Only six of the fourteen basic industries covered by the survey showed increased employment, the other five being leather, textiles, liquors, stone and glass, and foods.

Detailed reports from the various tobacco centers show that in Chester, Pa., tobacco concerns reported increased activity. In Key West the total number of unemployed in the cigar industry is about 1400. There is a probability that some of the factories will reopen within a few weeks, though with greatly reduced forces.

In Tampa, unemployment, which is not serious, affects chiefly the cigar and cigar-box trades which are reported at from 50 to 60 per cent. of normal. In Kentucky the tobacco growers have organized to provide adequate warehousing facilities and to maintain a permanent marketing agency.

The new tariff will prove a panacea for all our commercial ills, according to Representative Fordney, chairman of the House Ways and Means Committee, who on July 8 opened the debate on the tariff bill which bears his name.

The Congressman painted a rather gloomy picture of the commercial situation, attributing the upset in business to the operation of the Underwood law. He went through the list and cited many instances where rates permitted the entry of foreign products at prices with which American manufacturers could not compete.

The bill is to be voted on July 21, and Fordney informed the House that immediately following its passage the committee would begin work on a revision of the revenue laws. He said he wanted the country to know that some hearings will be held, but they will be limited, as the committee wants to close the matter as quickly as possible, and the new bill will be rushed through the House following its presentation.

The new tariff measure is a protective one, it was declared. An ideal bill, he explained, is one that is exactly protective, because protection is a guarantee of wages that will enable the workingmen of the country to enjoy a reasonable standard of living. He believes that there is no prohibitive rate in the present bill, and is opposed to prohibitive rates.

In discussing the American valuation plan, Mr. Fordney announced the receipt of a letter from the American Chamber of Commerce in Paris endorsing it, but suggesting that specific rates be adopted wherever possible. This plan is intended to meet conditions following the war; such fluctuations had come in currency values and production costs have become so uncertain as to make the levying of specific rates almost impossible.

Unemployment throughout the country increased slightly during the month of June, according to reports received by the United States Employment Service from its special agents in sixty-five principal industrial centers. Analysis of returns covering 1428 firms employing a total of 1,600,000 workers, shows a net decrease of 46,414, or 2.9 per cent. on their payrolls. The net increase in unemployment in these same establishments since January 31 has been 101,010, or 6.2 per cent.

"Detailed examination of the returns indicates clearly the fundamental causes of the protracted industrial depression and the mounting tide of unemployment," declared Francis I. Jones, director general of the service, in issuing his June report. "Continued unsatisfactory conditions of transportation, with freight rates in many instances considered almost prohibitive; lack of anything like a normal foreign market; the present low value of farm produce; stagnation in iron and steel; high costs of construction, and general dullness of the retail trade stand out prominently as leading factors in the situation.

"Industry generally is optimistic, and while the likelihood of a dull summer in most lines is fully recognized, the tendency is to count on improvement by fall and a healthy though not spectacular business revival by the spring of 1922."

Tobacco duties proposed in the new tariff bill are such "as is believed the industry can readily bear," it is declared in the report submitted to the House of Representatives by the majority members of the Ways and Means Committee. Care has been taken, it is said, to impose taxes "which will not transfer any manufactures to tobacco to a revenue classification having a higher rate of internal revenue tax. Tobacco and manufactures of tobacco pay considerable sums into the treasury. The welfare of the industry as a whole has been carefully considered."

The report shows that in 1919 duties were paid on imports of tobacco to the amount of $27,562,571, of which $24,697,035 was on unmanufactured, and $2,865,538 on manufactured tobacco. In 1920, total duties were $33,695,003, $30,151,636 on unmanufactured and $3,543,366 on manufactured tobacco.

"This is not the time to write a tariff law for the United States," assert the Democratic members of the committee, in their minority report. "The whole world is upside down. In the face of the uncertainty which this bill necessarily compels as to duties (through the American valuation provisions), it will be impossible for any importer to continue in business and the result of this provision will be the destruction of the import trade of the United States. We object to this new un-American scheme as a substitute for the honest, actual, fair price that the importer pays in competition in the open markets of the world for his merchandise, which price is not at all within his control.

"Foreign commerce is essential not merely to our prosperity but to our very existence. There is but one way in which the wheels of industry can be restored to normal activity, and that is by exchange of goods produced in this country against goods produced in all the world. Restoration of trade is of vital importance to the very existence of men and women in other countries."

Slightly better conditions prevail on the railroads, according to reports filed by the carriers with the Interstate Commerce Commission, the net operating income in May being nearly eight million dollars more than in April. The amount earned in May—$37,246,000—is the largest earned by the railroads since last November. Operating expenses are being cut wherever possible, so that while income is lower than it was at this time last year, the roads are beginning to show slightly better balance sheets.

Freight traffic on the railroads, however, is still at a low point, but it is expected that the movement of grain, which has already begun, will be followed by an increased movement on the part of other commodities, which will be followed by a greater movement of manufactured goods.

Simplification of the various consumers' taxes so as to relieve retailers of the necessity of collection and accounting, and placing this work upon the manufacturer, is being sought by officials of the Internal Revenue Bureau, and the forthcoming revenue bill may include provisions shifting the basis of the various excise taxes from the retail store to the factory.

It is pointed out that the Government is not collecting the full amount due upon these taxes, the cause being chiefly the neglect of clerks to affix the necessary stamps. It is believed that by requiring manufacturers to stamp all taxable articles and collect the tax upon their sales, jobbers and wholesalers reimbursing themselves by collecting from retailers, it would be easier to secure maximum returns and at the same time would materially lessen the paper work of both the bureau and the retailers.

Treasury officials agree that something must be done to check up on returns from retail merchants, which are believed to be far short of the taxes actually collected, and there is considerable sentiment in favor of taking the work out of the hands of the retailer and placing it with the manufacturers, who are fewer in number and easier to check up. Retailers themselves are strongly in favor of this suggestion, which would relieve them of the necessity of keeping so many tax records and making so many reports. Dr. Thomas Adams, the Treasury's tax expert, is considering this matter in connection with the suggestions he has been asked to make to the House Ways and Means Committee, and may recommend that the change be made.

So serious is the retail tax problem that on July 6 the bureau inaugurated a nation-wide campaign for the collection of delinquent sales taxes. "Flying squadrons" of inspectors have been detailed to a number of cities and the drive will cover practically every city of importance in the United States.

Tax collections during the fiscal year ended June 30, last, fell off more than $800,000,000, as compared with those of the preceding fiscal year, according to preliminary figures which have just been issued by the Commissioner of Internal Revenue. Practically the entire decrease was in the collections of income and excess profits taxes, receipts from all other sources combined showing a reduction of only $70,000,000, or less than nine per cent. of the total reduction.

The total collections during the fiscal year were $4,593,933,248, against $5,407,580,261 for the preceding year. Income and excess profits collections were $3,212,713,489, against $3,956,936,003, and miscellaneous taxes totaled $1,381,219,759, against $1,450,644,248.

New York State was the heaviest taxpayer returning total taxes to the amount of $1,124,351,706, and was the only State paying over a billion dollars. A total of $487,711,269 was returned by Pennsylvania, other States returning over a quarter-billion each being Illinois, $387,763,982; Ohio, $284,532,396; Michigan, $271,997,771, and Massachusetts, $258,902,844.

Expressions emanating from the White House indicate that there is no doubt in the President's mind that tax revision will go through this year and that elimination of the excess profits tax is certain.

Visitors to the White House have been told by the President that the extra session of Congress was called for the express purpose of enacting the emergency tariff bill, taking up tax legislation and making permanent revision of the tariff. This plan will be strictly adhered to, and bonus legislation and other matters will have to be deferred until the regular session next winter.

The slowness in getting started on this program, the President feels, has been responsible for the introduction of numerous measures which call for serious consideration before passage in view of the large appropriations included in some of them. The administration is directly, and only, interested in the tariff and revenue, and in a message which will be sent to Congress by the President within a few days, the need for concentration upon these two subjects will be strongly emphasized.

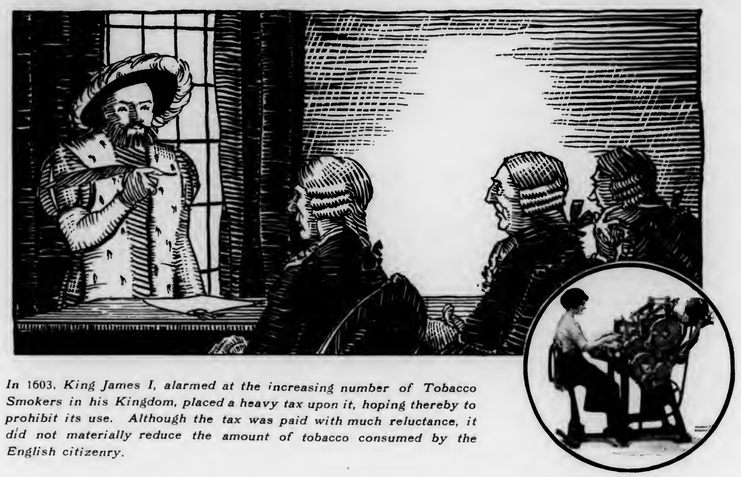
C. L. L.

A NATIONAL ITALIAN CHEAP CIGAR

An item in the *Lancaster Examiner* says that "the Italian Government has solved the problem of a cheap national cigar. Prices of tobacco have been soaring to such luxurious heights that the ordinary cigar smoker could not purchase. Accordingly, experts were assigned the task of getting up a new cigar. They have announced their accomplishment of the task. The new cigar will soon be put on the market and will sell for two cents. It will resemble the Pittsburgh stogie in shape."

A walk through the Italian quarter of Philadelphia, doubtless of any of the large cities, will show bundles of these "cigars" on street stands. They are generally very long and dark and some of them have straws through the middle. If they are not better than they look to be, any attempt to improve them should meet with hearty encouragement.

UNIVERSAL HISTORY OF TOBACCO



In 1603, King James I, alarmed at the increasing number of Tobacco Smokers in his Kingdom, placed a heavy tax upon it, hoping thereby to prohibit its use. Although the tax was paid with much reluctance, it did not materially reduce the amount of tobacco consumed by the English citizenry.

CIGAR manufacturers using hand stripped filler tobacco are imposing a heavy tax upon their production, which can be lifted by installing the Model F Universal Stem Crusher.

Stem-Crushed vs. Hand-Stripped
100% vs. 75%

Seventy-five to eighty-five pounds of filler tobacco, stem-crushed by the Model F Universal will produce filler for as many cigars as one hundred pounds of the same filler tobacco leaf, when hand-stripped.

The finished cigars, made of the "stem-crushed" tobacco will look the same, taste the same, smoke as freely and evenly, and the aroma will be just as fragrant as that of the "stripped filler" cigars.

The Model F Machine converts the entire leaf (stem included) into filler tobacco. It flattens the stem to the thinness of the leaf, at the same time removing the gum moisture. The tobacco is then ready for the cigar-maker.

Full Information on Request. Write Now.

UNIVERSAL TOBACCO MACHINE COMPANY
116 West 32nd Street, New York, U. S. A.
Factory: Newark, N. J., U. S. A.

UNIVERSAL TOBACCO MACHINE COMPANY OF CANADA, LTD.
108 St. Nicholas Building, Montreal, Canada

The Model C 3 Wrapper Register

The Model C 3 Universal Cigar Wrapper Register counts and registers one, two and three-cut wrappers in pads of fifty cuts.

LEAF MARKET JOTTINGS

IN LANCASTER COUNTY up to the first week in July the long drought hindered tobacco planting considerably; there were occasional rains in many sections, but not heavy enough to produce a favorable soil. Where planting was done very early the plants had a good start, but those planted later showed very little evidence of development. On the whole, however, there was no sign of material damage.

By the 10th of July there was quite a magical change. The heavy rains in some sections washed out some of the fields, but the farmers fortunately had plenty of good plants, and got busy, with the soil in fine condition.

According to the *Lancaster Examiner*, the rains in some sections will have a tendency to increase the acreage, as farmers who were scared at the long-continued dry spell have taken heart by the recent rains and will get back to the normal limits of their tobacco fields.

The report of the Farm Bureau is that fields all over the county, and especially in the lower end of the county, look fine. Some growers contend that tobacco planted about the 1st of July always does the best, and with few exceptions escapes the first frosts of the fall season.

The closing of the Agricultural Trust Company has caused inconvenience to a number of tobacco growers and handlers who were depositors, but as they are promised dollar for dollar as soon as their books are settled, their credit will not be impaired.

The Connecticut Valley had about the same experience as the major part of the tobacco territory in the rest of the country in regard to re-setting the fields but the tobacco that had a good start, seemed to get moisture enough to push right along through the dry weather and the rain brought it along with a rush.

Priming has begun on shade-tobacco, which is shoulder-high. The rain came along just in time to carry along the crop, most of which is two weeks ahead of last year, in spite of all set-backs and troubles.

The Connecticut Valley Tobacco Association, recently organized and incorporated, for the purpose of improving the quality of New England tobacco and its protection from disease, has engaged Dr. George H. Chapman, Professor of Botany at Amherst Agricultural College. Dr. Chapman has devoted much time to Connecticut tobacco and also as an expert, spent several years in Porto Rico, with the Porto Rico-American Tobacco Company, in an advisory capacity.

The officers of the association are: V. B. Griffen, president; F. A. Bach, vice-president; W. S. Fuller, treasurer, and J. W. Alsop, secertary pro tem.

It seems as though the main interest so far as the Miami valley tobacco market and growers are concerned, is in organization with reference to the 1921 crop and others to follow. It is certain that the activities of the Co-operative Marketing Association is being introduced to the grower, and it is expected that results will follow. This organization has established headquarters at Lexington, Ky., the largest tobacco market in the world, and the fact that this market is in the immediate vicinity of Ohio, and that it is the centre of the great Burley district, of which southern Ohio furnishes a goodly quantity is bound to bear its influence.

Tobacco growers have had their fling at the bitterness of the tobacco market instability in the State of Ohio, and it is predicted that they will stand to the end for a fair price for their commodity. The labor of organizing is in entirely different hands as can be seen by the vigorous efforts to bring forth practical results. The great degree of interest that is being shown to the movement in the great attendance to local meetings shows that the support is going to be more pronounced than it has ever been before.

All sections of the country are being canvassed to ascertain the popularity of the movement at this time. Others high in authority are at the national capital drawing the final working plans of co-operation. The perfected plans have not as yet been made public. However each county is to be considered a unit in the organization, and the counties are covered by precinct organizations. Preliminary copies of the five-year contract have been distributed for examination and soon the same will be in circulation for signatures. It is presumed that but little effort will be necessary to secure the required 75 per cent. of growers, but work will continue until as nearly all as possible are enrolled. The agreement will be fully binding and enforceable in the courts of the several States in which it is made.

The majority of the Miami valley has been in desperate need of rain for the last six weeks. One strip of country especially has been facing a drought for that length of time. This territory is about eighteen miles long and eight miles wide and comprises parts of Montgomery county and other surrounding counties. In this particular dry territory the bad effects can easily be seen on the 1921 crop.

A great amount of tobacco that strikes the eye of the observer as being extra large plants, is already coming out in top. If the country does not receive a good rain shortly the production for this year is going to fall short of last year's by a whole lot. This is problematical, however. What the final condition will be remains to be more fully demonstrated.

(Continued on Page 18)

LUCKY STRIKE CIGARETTE
A new size package!
Ten for 10c.
Very convenient.
Dealers carry both;
10 for 10c; 20 for 20c.
It's toasted.
Have you tried the new 10c package?
Dealers now carry both;
10 for 10c,
20 for 20c.
It's toasted.
LUCKY STRIKE CIGARETTE
In a new size package
LUCKY STRIKE CIGARETTE
10 cents. Handy
dealers carry both.
10c; 20 for 20c.
It's toasted.
These Lucky Strike ads are running every week in newspapers all over the United States
LUCKY STRIKE
Cigarette
To seal in the delicious Burley tobacco flavor.
It's Toasted
LUCKY STRIKE cigarette
It's toasted
LUCKY STRIKE
"IT'S TOASTED"
Cigarette
No cigarette has the same delicious flavor as Lucky Strike. Because Lucky Strike is the toasted cigarette.

Leaf Market Jottings

(Continued from Page 16.)

Heavy rains which ended the dry spell in Wisconsin washed out many fields, and in others the plants had been killed by the heat, so there has been considerable re-setting. Everything now seems very favorable, and the editor of the *Wisconsin Tobacco Reporter,* in the issue of July 8, said:

"The 1921 crop is in the field. The bulk of the crop has an average of about 10 days upon the ordinary season of planting. This means that there is going to be an early harvest and early curing season. The fields planted during the two first weeks in June have a stand which in uniformity of size equals the best of years. The heat during the third week held the growth back, and the rooting of plants is better than last year when moisture and heat combined forced top growth at the expense of root development. It is not an exaggeration to say that seldom were the prospects of a good crop in Wisconsin any better than they are this year. We have reports from practically every section of the State, and from Minnesota, where tobacco is grown, and the same cheerful note prevails in all areas as to the early prospects. Damage through the work of cut worms has this year been very slight; there was some washing of fields in some sections of the southern part of the State by the heavy downpour a week ago, but full supply of plants and fields in fine condition for re-setting made the work of repairing the loss rather easy."

In the South, according to the report of N. V. Fulton, of Winston-Salem, N. C., and W. B. Svyers, of Danville, Va., tobacco dealers, as quoted by the *Western Sentinel,* conditions of the tobacco crop are very bad. These dealers visited the South Carolina towns of Florence, Timmonsville, Darlington and Olanta, finding a poor stand, the plants small and usually buttoned out and the same conditions exist in parts of Virginia and North Carolina. Tobacco growers have reduced their acreage, due to the low prices received last year, with the hope of getting a higher price for this year's crop. In some sections it was found that warehouse men were not inclined to open for the receipt of the new crop.

Added to this, in the vicinity of Raleigh, N. C., growing crops were damaged to the extent of thousands of dollars by hailstorms and young tobacco plants were cut to pieces.

It is the opinion of a correspondent that the co-operative movement will not affect the marketing of the crop this year in South Carolina and that if they receive reasonable prices, the movement will not take much root among the farmers of that State. "The average farmer is thoroughly familiar with the working of different associations, he has gone into them repeatedly to protect himself against low-priced cotton, and most frequently has been a loser thereby."

We are not competent to offer an opinion either for or against the co-operative scheme of marketing tobacco.

In regard to Kentucky, a special report on Shelby County will be found in another column. Winchester reports that a small acreage has been planted; Augusta promises a good tobacco season, with a probable shortage of acreage. Flemingsburg was hard hit by the dry spell. Woodburn has the blight and a scarcity of plants; very little ground had been set up to July 1. Georgetown has a large complaint. Some farmers have set their tobacco crops over three times, and plants are about exhausted. Richmond is very cheerful and the tobacco plants, saved by timely rains, are looking fine. Richmond does not think many of the tobacco growers have signed the co-operative marketing contract. Versailles tobacco crop is very short; the hot, dry weather cut down the stand very much, with no opportunity for re-setting. The Bluegrass section seems uncertain about prospects, but the dry period hit it pretty hard, and while the ultimate damage cannot be estimated for some weeks, it seems certain that many of the burned out fields will not be reset and that the crop will be small and the acreage much less than for several years past.

The Store Kid

(Continued from Page 12)

erns his munny good enuf but he dont get enny better or he dont get enny razes or ennything. You kno it Jim. But if that feller wakes up and gets a moov on and besides doing what heez spozed to do he goes and looks for more to do besides, and he dont start for lunch just the eggack seckond its lunch hour for him, leeving a lot of pipes out on the counter for sumbody else to put away, and if he keeps on trying to be a better sailsmun, sum day that feller gets a chance. Mebby he gets a raze he diddent expeckt. Mebby fokes he treets rite teil about it and sum other cigar store man cums along and says "He giv you more munny than youre getting heer." Mebby theres a chance to start in a cigar bizness himself or get to be a pardner. I dont haf to tell you Jim that the feller that gets the chance and that gets help putting it over is the feller that aint afrade to do moren heez paid for where he is.

Spoze Bob wanted to start a cigar store? Dont you know old J. B. whooz got munny to lend wood think Bobs a pretty good one to lend it to? And He say this too that when Bob starts a store Ime one that wants to work for him. Heel find the best fellers in the bizness wood want to cum and be clerks in his store. I dont meen Ime one of the best ones, but I meen that when a feller wants to be one of the best ones, the way is to work for the rite kind of a boss. Aint it the truth? Who wants to lern the bizness working for a store where the boss dont care a hoot how you do things or when you do em?

Not that our boss aint all rite, but I just think Bob wood be a better boss than him even.

He say this. The stricter the boss is about how things is dun around his store, the better clerks his help gets to be wether they like it or not. Theez eezy bosses is all rite for a feller to work for if heez just out to hav a good time, but if he wants ever to get in forty rows of apple treez of the top, nix on the eezy boss! Is your boss a eezy one Jim, or dont you ever try to put ennything over?

Well good by til next time old opiedildock.

Your frend, BILL.

NEW HOME OF PASBACH-VOICE

IN the new home of the Pasbach-Voice Lithographing Company, pictured above, the manufacturing disadvantages which they formerly encountered have been definitly removed through the installation of improved machinery and increased facilities.

Through the use of machines equipped with automatic feeders production costs have been somewhat reduced and these savings will be passed on to their customers.

Among the up-to-date equipment mention should be made of the big embossers, some weighing as much as thirty-six tons (72,000 pounds). These emboss the large cigar label and cigar band sheets in one operation and thus assure very accurate register.

All the activities of the manufacturing departments are under the personal direction of Mr. Pasbach, while J. A. Voice gives his entire personal attention to the executive and sales departments.

In addition to their regular selling staff which covers various sections of the United States, the following representatives also cover these territories:

Middle West, C. B. Henschel Manufacturing Company, Mineral and Hanover Streets, Milwaukee, Wis. Pacific Coast, I. F. Schnier, Clunie Building, 519 California Street, San Francisco, Cal. Tampa, Fla., A. A. Martinez, P. O. Box 2111, Tampa, Fla. Cuba, V. Alberti DeSerti, Calle Cuba, 23, Havana, Cuba.

The trade is invited to visit the plant, and for their convenience a special automobile is always available to bring New Yorkers as, well as out-of-town visitors direct to the factory.

SAM GILBERT VISITS NEW YORK

Samuel T. Gilbert, president of the newly formed Webster Cigar Company, which will begin operations shortly in Detroit, Mich., was a recent visitor to New York. The new factory, which is being erected for the company in Detroit is nearing completion and will be ready for occupancy in a few weeks.

MELACHRINO

"The Cigarette Elect of All Nations"

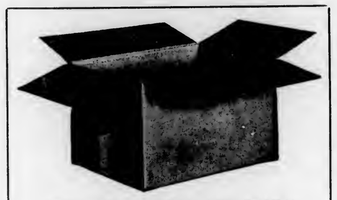
Scharff-Koken Mfg. Co.
ST. LOUIS, MO.

IF YOU WANT TO SAVE TIME and MONEY
USE

Corrugated Fibre Shipping Cases

Endorsed by Manufacturers and Jobbers who have learned that "A Dollar Saved is a Dollar Made"

CORRUGATED BOXES REACH YOU IN FLAT BUNDLES, LIKE THIS



THEY ARE QUICKLY AND EASILY SET UP, LIKE THIS

More quickly packed, require less space, and are cheaper than wood.

Sealed to meet all regulations, and reduce to a minimum breakage and pilfering claims.

Guaranteed to meet all requirements of Express, Parcel Post and Freight.

Reduce *your* shipping expense. Our prices have already declined heavily, and it will pay you to investigate.

Save money by writing us today, stating method of transportation used, weight of contents, and dimensions.

Scharff-Koken Mfg. Co.
ST. LOUIS, MO.

Editorial Comment

(*Continued from Page 7*)

stood still. Of the two the cigarette industry is better able to stand the larger share of the burden for even thus far in 1921 cigarette production is gaining over the 1920 figures.

If the new tariff bill is not good economically for the tobacco industry it is not good for the nation as a whole.

In every industry there is always apparent the feeling that the burden should be shifted to some other trade and that particular industry let alone.

Taxation is not pleasant to any one. No one is particularly delighted with the income tax either for individuals or corporations but we all pay with more or less grumbling and brag about it afterwards.

It is essential to the best interests of the industry that it be fair with the Government, and the industry on its part should insist on the Government being fair with them.

Mr. Rhett stated in Atlantic City, as an example of how revenues are decreasing, the fact that in 1916 twelve hundred and ninety-six persons reported incomes of more than $300,000, while in 1918 only six hundred and twenty-seven, a decrease in two years by half.

It is up to the T. M. A. and N. C. L. T. A. to convince the Senate Committee that the new duties are going to have relatively the same effect upon the tobacco industry.

The decline in cigar production this year speaks for itself and unless the industry receives more consideration in the matter of internal revenue and customs duties than it has in the past few years, there will be a comparatively slender income from the cigar industry.

BERNARD SCHWARTZ CIGAR CORPORATION

The Bernard Schwartz Cigar Corporation of Detroit, Mich., has been incorporated in Wilmington, Del., with a capital stock of $2,350,000.

MORRIS J. LEVI RESIGNS

Morris J. Levi, who some time ago became connected with the manufacturer of the "Garcia Grande" cigar, Julius Klorfein, has recently resigned from his position with that firm. Mr. Levi has not as yet announced his new connection.

BAYUK BROTHERS PAY QUARTERLY DIVIDEND

Quarterly dividend of 2 per cent. on the first and second preferred stocks of Bayuk Brothers of Philadelphia, has been declared payable on July 15, 1921, to the stockholders of record June 30, 1921.

STRIKE SETTLED IN DENVER

Denver cigar manufacturers and the cigarmakers' union have adjusted their differences regarding the wage schedule and the cigarmakers have accepted a reduction of one dollar a thousand. The strike had lasted about a month.

PRESIDENT HIRSCHHORN IN CANADA

President Fred Hirschhorn of the General Cigar Company, is taking a month's vacation by automobile trip in Canada and other points of interest.

Business Building

(*Continued from Page 10*)

longed. For everybody finds their level, and it depends on themselves where that level is.

And let me tell you parting that it is more satisfaction being on an upper level than a lower one. It sure is.

GET the habit! Get the habit of saying Thank You to every customer who hands you money.

And, let me tell you, there is a wonderful art and skill in the saying of these two short, simple words. Until you acquire this art you will probably have an uncomfortable feeling whenever you pronounce them. They will sound awkward, and stiff, and unnatural. You will have the feeling that perhaps they irritate rather than soothe. That may be the reason you don't use them.

But don't get discouraged. Don't stop. Keep up the good habit. The words will come out easier and easier. And soon you will begin to catch the high art of the proper inflection. Soon you will have a different tone, and a different way of saying "Thank You" to every man who comes in your store.

Sometimes you will put the accent on the first word and to others on the last word. To some you will speak quickly, and to others you will drawl out the words. Always you will put your heart in the voice and will mean what you say. And in course of time you will realize that you give pleasure to all who hear it, and that this is one of the many little magnets which draw people to your store to buy.

A LARGE manufacturer of hardware in Philadelphia realizes that he must have trained and educated men in executive positions if he is to have his business hold its own in the fierce competition which the future days will bring.

And so he begins now training young assistant foremen to fit them for the higher positions of foremen, superintendents, managers and such.

He calls them "The Junior Executives' Council." They meet once a week, and have brought before them the actual problems which their superiors are continually solving. They will consider a certain problem, discuss it, thresh it out, obtain the views of every one around the table, and then make a report to the officer in whose department it belongs, stating how they would decide it.

These problems come from all departments—the directors, the presidents, the superintendents, the various foremen. These young minor officials thus soon become familiar with the workings of the institution in its many angles; they acquire the talent of co-operation, and they will greatly improve the institution as they are gradually promoted.

Whether yours is a one-man-business, or more, you should recognize the fact that competition will grow keener, the world will greatly change. And you should read, and study, talk and think on the changing conditions in your line. Thus, and thus only, will you be able to see the opportunities and avoid the dangers which future changes will bring.

Going Stronger than Ever!

"Havana Ribbon"

The good old quality stand-by in the most up-to-date packages on the market.

Have you seen the new tin box? It's a winner!

BAYUK BROS., INC.
Originators of the
BAYUK INIMITABLE BLEND and BAYUK INCOMPARABLE BRANDS
Philadelphia

La Flor de Portuondo
Established 1869

GENUINE
Juan F. Portuondo
Cuban Hand-Made CIGARS

The Juan F. Portuondo Cigar Mfg. Co.
PHILADELPHIA

Philippine Notes

Credit conditions in the Philippines have improved a great deal as a result of the reorganization of the Philippine National Bank and the Bank of the Philippine Islands, according to advices received from Manila. With regard to the American and foreign (British, Japanese and Chinese) banks, their business has always been considered to this day in excellent condition. The consensus of opinion in the Philippines today is that the outlook for trade on a conservative basis is very promising and that new credits may with safety be opened in order to bring in goods which are short in the insular market and materials necessary to carry on manufacture and industry.

The foreign trade of the Philippine Islands in 1920 was nearly ten times that of 1899, the year the customs was taken over by the American Government. In 1920 it was $300,562,130, about $30 per capita; in 1899 it was $34,039,568, about $4 per capita.

The gross customs receipts in 1899 were $3,106,380. In 1920 they were $8,878,932.50. In 1899 the cost of collection was one-half cent a dollar; in 1920 it was four and one-half cent.

The import duties in 1920 were $7,245,093.28 as against $5,767,614.82 in 1919. As goods imported from the United States are not dutiable these figures indicate increasing imports from other foreign countries.

The internal revenue collections on the 1920 imports totalled $1,659,702.25, of which $31,028.31 was refunded. The collections included taxes on distilled spirits, liquors and wines, manufactured tobacco and matches, skimmed milk, kerosene and mineral turpentines, naphthas, gasoline and all lighter products of distillation, lubricating oils, coal and coke, movie films and playing cards.

It is pointed out in the report that of the goods imported into the Islands during the year those carried in British vessels scored the greatest value, which was $69,041,332, compared to only $36,647,598 during 1919. American vessels carried $52,989,511 worth of imports —an increase of $10,594,536 over the figures for 1919.

The actual number of vessels of different nationalities trading with the Islands during the year was 450, total tonnage 1,400,555.44, as against 306, total tonnage 880,831.59, in 1919. Of this number, 158, net tonnage 579,164.41, were vessels of American registry. The British vessels numbered 120, net tonnage 399,054.56, and the Japanese numbered 117, net tonnage 328,092.74. British and Japanese vessels have increased in number compared to the previous year.

There were 345 entrances and 342 clearances of British vessels, as against 233 and 235 respectively in 1919. American vessels were second, with 238 entrances and 240 clearances, compared to 173 and 158 respectively in 1919. Japanese vessels were in the third place, with 223 entrances and 221 clearances, as against 177 and 178 respectively in 1919.

A NEW TYPE CASH REGISTER

ANNOUNCEMENT has been made by The National Cash Register Company that a new cash register, designed to fill a long felt want of thousands of merchants, has been placed on the market. The new machine, which is called the Class 1100, is a low-priced, high-grade register that issues a receipt with every transaction.

The new register is built in several different models, adapted for use in varied lines of business. At each operation of the register a receipt is printed and issued. This receipt shows the merchant's name and address, the amount and number of the transaction, and the date.

The receipt guarantees an accurate printed record of every transaction between clerk and customer. When a customer gets the receipt, with the amount in printed figures, the figures must be correct, or the customer will object. In this manner the customers are protected from overcharges and mistakes in change, and the clerks are able to prove their accuracy and ability as salesmen. Correct records are enforced which cannot be lost or destroyed.

EGYPTIAN IMPORT DUTY ON TOBACCO

The Egyptian import duties and drawback rates on tobacco have been increased by a decree of February 26, 1921, effective immediately. The duty on leaf tobacco has been increased from 50 to 60 piasters per kilo of 2.2 pounds; on stemmed tobacco and other manufactures of tobacco, not specified, from 60 to 70 piasters per kilo; and on cigars, from 25 to 70 piasters per kilo. There is a surtax of 2 piasters per kilo on tobacco and manufactures of tobacco, except cigars, when imported from countries not having commercial treaties with Egypt.

A drawback of 40 piasters per kilo will be granted on all exported cigarettes made from tobacco on which duty has been paid. [Piaster 4.9 cents, normal value.]

NEW ENGLAND TOBACCO CONFERENCE

At a recent meeting at the American House, Boston, Mass., the New England Tobacco Conference was organized by jobbers representing various sections of the territory, for the purpose of protecting and fostering the mutual interests of its members and promoting a spirit of co-operation among them.

The following officers were elected: R. E. Armstrong, president; Clarence Hunter, vice-president; Roger Young, vice-president; George Melwado, treasurer; E. J. Cooney, secretary.

"ROBERT EMMET" CIGAR A WINNER

The Spietz Cigar Company, Harper and Seneca Streets, Detroit, recently completed a new factory at that location, and thought of closing its downtown plant, but both factories are now running to the limit of production without being able to keep up with orders.

The aim of the company was to make the "Robert Emmet" cigar a leader in Michigan, but it took hold of the trade in a wonderful way. It is good, it repeats and again repeats and will make its way from coast to coast.

It is being judiciously advertised, of course, but the best advertising it gets is illustrated by a friend from Detroit presenting one to the writer with the expression: "If you want to smoke the best cigar in the United States, try this." It was a sure enough good one.

MAY CIGAR PRODUCTION

July 2, 1921.

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of May, 1921, and are issued by the Bureau for the information of representatives of the various industries, trade journals, etc. (Figures for May, 1921, are subject to revision until published in the annual report.)

Products	*May, 1920*	*May, 1921*
Cigars (large)—		
Class A .....No.	147,912,043	159,780,608
Class B .....No.	222,030,038	150,980,720
Class C .....No.	296,430,341	229,053,919
Class D .....No.	6,583,475	13,449,826
Class E .....No.	3,271,931	2,232,047
Total	676,227,828	555,497,120
Cigars (small) .....No.	59,943,280	55,349,100
Cigarettes (large) ..No.	1,819,298	4,868,471
Cigarettes (small) ..No.	3,953,345,380	4,136,084,890
Snuff, manufactured, Lbs.	3,574,342	2,679,007
Tobacco, manufactured Lbs.	34,875,839	28,671,501
Playing cards ....Packs	3,042,530	2,052,851

Note: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands, which will be shown later in a supplemental statement.

O. L. DEMING LEAVES AMERICAN CAN COMPANY

In discontinuing their publicity department on July 1, the American Can Company dispensed with the services of O. L. Deming, who for the past eleven years has been the head of the advertising and publicity bureau of that company. This work in the future will be continued on a limited scale through the office of the purchasing agent and the sales department.

To those familiar with the research work carried on by Mr. Deming the news of the discontinuance of the department came as a great surprise.

In trade paper circles Mr. Deming is widely known, having been a publisher and editor for a number of years. Some of his convention stunts of the old days are still unsurpassed and in the food and canning associations no conventoin is complete without Mr. Deming.

For several years Mr. Deming was president of the National Food Association.

When the news finally broke in the financial and commercial journals about the third week in June, Mr. Deming was deluged with letters and telegrams from all parts of the United States. Many tempting offers have already been made him, but he has not decided into just what line of work he will cast his lot. The probabilities are that he will continue his work in the field to which the majority of his time has been devoted.

A TOUGH SECTION

An officer returned from France was telling his story:

"Where," he asked of a negro soldier of one of the New York draft regiments, "did you come from?"

"From N'Yawk, suh. From the San Juan Hill district."

"San Juan Hill, eh! That's rather a tough section of the city, isn't it?"

"Tough! Man, dat district's so tough dat de canary birds sing bass."—*Exchange.*

Cigar Boxes of Quality

Must be made from

Spanish Cedar

Emery

Cigar Box Lumber IS Spanish Cedar of QUALITY

Emery Standard and Uniform Grades Save Waste and Increase Production

The Geo. D. Emery Co.

IMPORTERS OF

Fine Spanish Cedar Logs and Manufacturers of Highest Grade Cedar Cigar Box Lumber and Veneers

25th Street and Eleventh Ave.
New York City

"This is the
Life
Cigarettes"
The delicious Burley Blend makes them mellow and mild- and Oh! but you'll learn to love the tang of Chocolate
FRAGRANT DELICIOUS
Life
CIGARETTES
EXCLUSIVE PROCESS
....UNION MADE....
Patterson Bros. Tobacco Co., Tr.
RICHMOND, VIRGINIA
IF YOUR DEALER DOES NOT HANDLE THEM, WRITE US

CLIMAX
PLUG TOBACCO
THE GRAND OLD CHEW

To the Retailer:

The convenient 10¢ vest pocket tin will make many sales for you if kept displayed on your show case- (1 dozen 10¢ Tins in counter display carton)

Climax in the sanitary vest pocket tin is particularly satisfactory to users of Plug Tobacco who do not wish to carry a large cut of tobacco loose in the pocket.

P. LORILLARD COMPANY
Established 1760
Oldest Tobacco Manufacturers in the World

WHEN TO CUT TOBACCO

The following letter may contain interesting information for tobacco men:

Mocksville, N. C.,
June 30, 1921.

Editor,
Tobacco World,
Philadelphia, Pa.

Dear Sir:

Forty-nine years ago I began growing tobacco. A few years ago I decided that there were certain days better than others on which to cut tobacco in order for it to cure up nicely and have a rich, "waxy" and heavy body. To find out the way to tell these dates, and to tell them ahead, has been a hard job, but I was finally successful.

To explain, let me say that tobacco has an oily substance which is its natural possession. It has a sap (water) like other vegetation. When the sap rises it runs the oil out through the pores of the leaves, based on the principle that oil and water will not mix, and the oil being the lighter is pushed out by the sap. Tobacco cut in this State will be light and "chaffy." You see there is nothing but sap in the tobacco and when cured this sap is gone. It evaporates and leaves the tobacco light and worthless.

But to cut the tobacco when the sap is down and the oil has full sway, you can cure it up nicely and with a heavy body; it will be rich and "waxy." This happens because the tobacco is full of oil instead of sap, and the oil can't evaporate and remains in the tobacco to make it rich and heavy.

It has been my experience that we must cut tobacco when there is oil in it if we expect to have oil in it when cured. For instance, you have experienced cutting one week and having excellent luck, and then cut a few days later, probably off the same piece of ground and with riper tobacco, and have no luck at all.

I shall be pleased to answer any correspondence from tobacco growers who may want to write me, providing postage is sent for reply.

Yours very truly,

D. V. DAVIS.
Mocksville, N. C.

NEW PACIFIC COAST JOURNAL

The Pacific Coast Cigar Dealer and Manufacturer is a new trade paper published monthly by S. L. Tobias & Son, 309 Van Ness Avenue, San Francisco, Cal.

The territory which the new paper will cover spreads over sections of California, Washington, Oregon and Nevada, where it is estimated that there are some fifteen thousand men engaged in the manufacture and sale of cigars and tobacco products. We extend our best wishes for the success of the new publication.

MORE LEASES FOR SCHULTE

The Schulte Cigar Stores Company has recently leased the southwest corner of Broadway and Fifty-fifth Street, New York, consisting of four buildings. The aggregate rental for the first twenty-one-year period, which begins May, 1922, is in excess of $1,000,000.

The same company has also leased the store spaces at 9 and 11 New Street, extending through to and including 74 Broadway, and also a large stand space on the hall arcade. On conclusion of alterations the Schulte Cigar Stores will extend their present establishment. The lease is for a long term of years at a rental approximating $75,000.

AMERICAN SUMATRA STATEMENT

The American Sumatra Tobacco Company has declared the regular quarterly dividend of two per cent., payable August 1, to stock of record July 15. The following statement was issued:

"As some of the directors are about to leave for their summer holidays, an earlier meeting of the board was held to assure a quorum.

"A survey of the company's financial position presented to the board showed current assets well over two for one of current liabilities, accompanied by a substantial reduction in the company's indebtedness.

"Physical inventory taken at current market prices showed a reduction of inventories on hand to be less than $3,000,000, which officers of the company assured the board, could be marketed at satisfactory prices.

"Sales of the current fiscal year to date are about equivalent to those of last year.

"The new crops which are now partially in process of harvesting are in satisfactory condition, and the rumors which have been circulated in respect thereto, partially predicted upon a premature Government report, have recently been corrected by Government Bulletin No. 181, issued by the Department of Agriculture under date of June 7, 1921, which shows that the first report was erroneous."

A REVIVAL IN SNUFF-TAKING

It is said that the habit of snuff-taking is again being gradually revived to its old-time extent. This fact was more or less confirmed at the recent Tobacco Exhibition.

It may be said that snuff-taking attained the zenith of popularity in the eighteenth century, when the snuff box almost ousted the pipe. The habit was practiced even in church by men quite as much as by women, and *The Spectator*, in 1712, told how "Flavilla has taken to the habit of her kind and pulls out her box in the middle of the sermon, and, to show that she has the audacity of a well-bred woman, offers it to the men and women who sit near her. . . . On Sunday, when they came about the offering she gave her charity with a very good air, but, at the same time, asked the churchwarden if he would take a pinch!"—*Irish Tobacco Trade Journal.*

CUBAN LABOR CONDITIONS

Consul General C. B. Hurst reports from Habana on June 28, that wages have been lowered and employees dismissed by many firms. There are thousands of Spaniards, Haitians, and Jamaicans out of work, and the majority of them are without means to return to their homes. A number of steerage passengers are carried on every ship embarking for Spain, and it is stated that their expenses are frequently defrayed by private contributions and by local charitable organizations. Realizing that labor will be needed to a great extent, various inducements are being offered to the immigrants in an effort to retain some of them in the island.

FRIEND & COMPANY INCORPORATED

Friend & Company, packers of domestic and Havana tobaccos, at 170 Water Street, New York City, have incorporated as Friend & Company, Inc., with the following officers: President, Howard L. Friend; vice-president, George W. Spitzner; treasurer, Steven L. Friend; secretary, William Levison.

F. LOZANO, SON & CO.
HAVANA CIGARS
TRADE MARK
F. LOZANO
FLOR DE NARVEZ
VICLO
WALLS COURT
EL LESSERO
CALATRAVA
REG. U. S. PAT. OFF.
FACTORY & MAIN OFFICE, TAMPA, FLA.
NEW YORK OFFICE, 437 FIFTH AVE., N. Y.

SAN FELICE
FOR GENTLEMEN OF GOOD TASTE

The National Choice For a Quarter of a Century

NOW BANDED

The Diesel-Wemmer Co.
MAKERS
Lima :-: Ohio

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
General Office and Factory, TAMPA, FLA.
Eastern Office
222 Pearl St.
New York
Warehouse
Havana
Cuba

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD.
A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Danville, Va.
DEPT. A

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made fo every ten (10) additional titles necessarily reported.
made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

PAGEANT OF PROGRESS:—42,166. For all tobacco products. June 24, 1921. Schulkin Bros., Chicago, Ill.

ACROPOLIS:—42,167. For cigars. June 4, 1921. Steffens, Jones & Co., New York City.

GARCIA'S GRIP:—42,168. For all tobacco products. May 14, 1921. American Litho. Co., New York City.

GARCIA'S SUAVES:—42,169. For all tobacco products. May 14, 1921. American Litho. Co., New York City.

TRANSFERS

HAVANA ROLLS:—20,766 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered March 31, 1899 by Geo. S. Harris & Sons, New York City. Transferred by American Litho. Co., successors to Geo. S. Harris & Sons, to Peter N. Jacobson, Davenport, Iowa, March 5, 1900.

ROSE VALE:—(U. S. Tobacco Journal). For cigars. Registered March 20 1885, by J. C. Sullivan & Co., Detroit, Mich. Transferred by Gustav A. Moebs, successor to J. C. Sullivan & Co., to American Box Supply Co., Detroit, Mich., on June 23, 1921.

WILLIAM R. GRACE:—28,570, (Tobacco Journal). For cigars, cigarettes, cheroots and tobacco. Registered March 21, 1904, by Heywood, Strasser & Voigt Litho. Co., New York City. Transferred to Moehle Litho. Co., Brooklyn, N. Y., on June 29, 1921.

DONA DOLORES:—21,495, (Tobacco World). For cigars, cigarettes, cheroots. Registered January 26, 1911, by C. B. Henschel Mfg. Co., Milwaukee, Wis. Transferred to the Dolores Cigar Co., New Orleans, La., on May 28, 1921.

BAER BROTHERS GET A PRIZE FOR CIGAR EXHIBIT

Baer Brothers, 491 Main Street, Springfield, Mass., won a first prize of $50, recently offered by the cigarmakers' union in a window display contest of Springfield-made cigars. There were seven other prizes, two of $25 to the second and third, and $10 each to the other winners. The contest was arranged by the union to stimulate the demand for Springfield-made cigars, and is said to have been quite successful in that respect.

CIGAR ASHES CAUSE ACCIDENTS

Cigar ashes are sometimes the cause of automobile accidents, and frequently the cause of confusion in traffic. The motorist who unconsciously sticks his arm out of the side of the car to knock off the ashes, confuses the driver following him, who may think it is a signal to turn. "I have seen this happen a good many times on the road," said a driver. "You naturally think he plans to turn at the next corner. Misinterpretation of such signals has caused many accidents."—*New York Sun.*

JOSEPH MONDAY DEAD

Joseph Monday, vice-president of S. Monday & Sons, cigar manufacturers at 30 to 40 South First Street, Brooklyn, N. Y., died recently at the Rivercrest Hospital, Astoria, L. I., after a long period of ill-health. Mr. Monday was forty-three years old and was noted for his kind and amicable disposition. His loss is keenly regretted by a host of friends.

FREIGHT RATES A BURDEN ON TOBACCO

The freight rates now prevailing on the railroads are a burden also to the tobacco industry. Fertilizers, lumber, tobacco in the bundle, cased, and in every other form of transport is weighed down with a cost for movement that is a serious menace to the industry. When the railway labor board reduced the wages of railway employees 12 per cent., it was done in response to the railway managers' claim that the high wages stood in the way of a reduction of freight rates. After they were eased of the wage burden to the extent of $400,000,000, they turn around and say to the shippers "that no general reduction in rates on any kind of freight can be made." Why does not the Interstate Commerce Commission order a reduction in the freight rates? Has it not the power to do so?—*Wisconsin Tobacco Reporter.*

HARDLY FAIR!

A Western evangelist makes a practice of painting religious lines on rocks and fences along public highways. One ran: "What will you do when you die?"

Came an advertising man and painted under it:

"Use Delta Oil. Good for burns."—*The American Legion Weekly.*

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

The Tobacco World
Established 1881

Volume 41 July 15 1921 No. 14

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

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PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37TH STREET
BROOKLYN, N. Y.
HIGH GRADE CIGAR LABELS AND BANDS
170 WEST RANDOLPH ST., CHICAGO, ILL.
723 BRYANT STREET, SAN FRANCISCO, CAL.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
Cigar Labels, Bands and Trimmings
of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L. MANAGER
PASBACH-VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Gratiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

High Grade Cigar Labels
WE have just purchased the entire stock of the exceptionally fine line of Labels formerly lithographed and carried by Louis E. Neumann & Co. This complete line, together with our own and those formerly made by Krueger & Braun, is now being offered at exceptionally low prices to close them out. Editions run from 2000 sets upwards. **Good opportunity to obtain a private label in small lots.**
SAMPLES FURNISHED ON APPLICATION
Wm. Steiner Sons & Co.
257 to 265 West 17th St. New York City

GEO. SCHLEGEL
22nd St. and Second Ave.,
NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET,
LOUIS G. CAVA, Mgr.

SHADEGROWN

Connecticut, Florida

and

Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

131-133 Water St., New York City

VOLUME 41 NO. 15

The TOBACCO WORLD

AUGUST 1, 1921

LIBRARY RECEIVED AUG 5 1921 U.S. Department of Agriculture

"Better Bands"

FULL COUNT AND 100% SATISFACTION

YOU CAN SEE THE DIFFERENCE!

Let us send you a few Samples of our Cigar-Bands that you may convince yourself

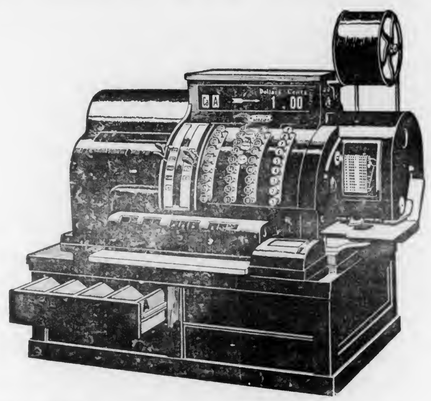
THEY ARE BETTER!

SERVICE THAT SATISFIES

American Box Supply Co.

2309 RUSSELL STREET - - DETROIT, MICH.

Merchants need National Cash Registers now more than ever before



① They stop mistakes.
② They stop losses.
③ They decrease expenses.
④ They improve trade.
⑤ They increase profits.

We make cash registers for every line of business.

Priced $75 and up.

Easy payments. Liberal allowances for old registers.
Old registers bought, sold, repaired, and exchanged.

NATIONAL CASH REGISTER CO.
DAYTON, OHIO.

CHANCELLOR Cigar

For years distinguished by its excellence
The Acknowledged Leader
Among Mild Sumatra-wrapped Havana Cigars

SAN MARTIN & LEON COMPANY

TAMPA, FLORIDA

Manufacturers of

HIGH-GRADE MILD HAVANA CIGARS

Under their Brands:

"SAN MARTIN y LEON"
"HOYO DE CUBA"
and
"EL BRICHE"

TOPIC

HAVANA CIGARS

10c. Straight, 13c., 2 for 25c
15c. Straight

The first choice among business men and after-dinner smokers, has met with wonderful success wherever placed : : :

Bobrow Brothers
Manufacturers
Philadelphia, Penna.
Makers of the famous "BOLD" cigar

LA PREFERENCIA CIGAR

A SUCCESS BASED ON PERMANENT QUALITY

STICK TO Cinco - IT'S SAFE

OTTO EISENLOHR & BROS. INC.
PHILADELPHIA —— EST. 1850

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CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

SALESMAN WANTED

CIGAR SALESMAN WANTED—A local cigar jobber is anxious to secure the services of a first-class cigar salesman. Address Box 427, care of "Tobacco World."

FOR SALE

FOR SALE—COCA-COLA BOTTLING PLANT, brick building and lot, located in town of about 5000 population, doing about $4000 business per month. Net profits since the first day of last Feb. over $5000; good territory. Reason for selling, bad health. Write for particulars. Address Bottling Plant, c/o Nelson Chesman & Co., Chattanooga, Tenn.

FOR SALE—CIGAR LABELS AND BANDS; large and small quantities. Address American Box Supply Co., 383 Monroe Avenue, Detroit, Mich.

GENUINE HAVANA SCRAPS: 45 cents per pound. CONNECTICUT CIGAR SCRAPS: 15 cents per pound. PICADURA SCRAPS: 12 cents per pound. Samples sent on request. J. J. Friedman, 285 Metropolitan Avenue, Brooklyn, N. Y.

POSITION WANTED

EXPERIENCED TOBACCO BUYER WANTS TO BUY TOBACCO from productive Miami Valley of Ohio for established Philadelphia concern. With few exceptions the Miami Valley crop will approach its usual high standard of perfection. Concerns will do well to make known their wants early. Write Box #2, Farmersville, O., for particulars.

WANTED

CIGARS WANTED for jobbing trade in Lancaster County. Small or medium sized cigar manufacturer preferred. Cigars must be reliable and uniform at all times. Address Cash, Box 423, Lititz, Pa.

SALESMAN WANTED—A high class salesman wanted to represent Tampa concern in East and Middle West on strictly commission basis. A splendid opportunity for the right man. Address Box 415, c/o T. W.

CIGAR LABELS WANTED—Will buy small or large quantities of discontinued cigar labels and bands. Send samples with quantities and full particulars. Address Box A-212, care of "Tobacco World."

E. Rosenwald & Bro.
145 WATER STREET, - - - NEW YORK

HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
122 Second Avenue New York City

LUCKY STRIKE CIGARETTE
A new size package!
Ten for 10c.
Very convenient.
Dealers carry both;
10 for 10c; 20 for 20c.
It's toasted.
Guaranteed by The American Tobacco Co.
Have you tried the new 10c package?
Dealers now carry both;
10 for 10c,
20 for 20c.
It's toasted.
LUCKY STRIKE CIGARETTE
In a new size package
LUCKY STRIKE CIGARETTE
10 cents. Handy
dealers carry both.
10c; 20 for 20c.
It's toasted.
Guaranteed by American Tobacco Co.
These Lucky Strike ads are running every week in newspapers all over the United States
LUCKY STRIKE
Cigarette
To seal in the delicious Burley tobacco flavor.
It's Toasted
Guaranteed by The American Tobacco Co.
LUCKY STRIKE cigarette
It's toasted
Guaranteed by The American Tobacco Co.
LUCKY STRIKE "IT'S TOASTED"
Cigarette
No cigarette has the same delicious flavor as Lucky Strike. Because Lucky Strike is the toasted cigarette.
Guaranteed by The American Tobacco Co.

ROBERT EMMET CIGARS
Are Not Imitations

THEY are original in blend, style and flavor because they are the product of the master blender, Charles Spietz. The years of experience that have been his in the cigar making business have taught him many things about making good cigars and all this knowledge has been used to make Robert Emmet the great cigar t is

The public know that Robert Emmet is better than anything they have smoked in a long time because no matter how we try, we just cannot keep up with orders. Even our new factory is not enough to cope with the tremendous demand for Robert Emmet cigars and we are planning another factory to help us satisfy the demand of the public.

Brevas size—50 to the drum 10c

Manufactured by **Spietz Cigar Co.**

Harper and Seneca Sts. Detroit, Mich.

Two National Favorites
HYGIENICALLY-MADE

WAITT & BOND **BLACKSTONE**
Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND **TOTEM**
Imported Sumatra Wrapper
Long Filler

WAITT & BOND, Inc.
NEWARK NEW JERSEY

Cigar Boxes

We specialize on the
FAMOUS
CALIFORNIA REDWOOD
CIGAR BOXES

We also supply Cigar Boxes in all other woods

Our Motto: Quality and Service

MONROE JARRETT SONS
MARSHALL and OXFORD STS.
PHILADELPHIA, PA.

LA MEGA
Clear Havana Cigar
MADE-IN-BOND

LA MEGA is made only in the finer grades.
More than 50 shapes and sizes to select from.
Prices and terms cheerfully furnished upon application.

V. GUERRA, DIAZ & CO.
TAMPA, FLA.

Volume 41

THE TOBACCO WORLD

Number 15

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, AUGUST 1, 1921 Foreign $3.50

EDITORIAL COMMENT

THE Postmaster General has passed down an opinion which should prove of interest to our readers and our advertisers as well. It covers the much discussed question of "Readers" and "Write-ups," chargeable as advertising by the post office.

Says the P. M. G., "Articles, items and notices in the form of reading matter inserted in accordance with the custom or understanding, explicit or tactic, that a 'reader' is to be given the advertiser or his products in the publication in which the display advertisement appears are within the meaning of the law."

During the past few years this publication has endeavored to avoid the publication of "puffs" and "readers" except they had a distinct news value. We have held, and still hold, that notices inserted for the gratification of the vanity of an advertiser, or for the purpose of greasing the ways for a prospective client, is not trade journalism, and is of comparatively little interest to any except the advertiser, or prospective advertiser.

If not cheerfully we have at least tried to comply carefully with the rules and regulations of the post office.

But right here we wish to register a protest, not because the idea behind the opinion does not have our approval, but because it is entirely too sweeping. If a trade journal may not discuss the merchandise of the industry and the producers of it, what are they to publish?

Is it possible that in addition to the stiff increase in the zones rates for trade publications, effective July 1, that the P. M. G. still seeks more revenue? Does he desire to mark the editorial pages of the trade journals *all advertising* and thereby charge the higher rate which advertising carries?

Each day the evidence grows more convincing that the business journals of the country have a distinctive value to the industries they represent. They furnish the most valuable of all information to their readers, what merchandise is selling, and where to buy it.

Not only does there seem to be little cessation in government interference in business with the new administration, but the P. M. G. now goes after the organs of business—the business journals of the country.

Under a strict interpretation of the present ruling, an advertiser who carries display advertising in every issue may not have his firm or product mentioned in the journal unless the publisher pays the advertising postage rate for it.

The universal attack on this law and the new interpretation of it is not without reason. The bald "write-up" should be stopped, and if it is some of the trade journals will have an awful time continuing publication, but the publication of an advertiser's name or product in connection with something distinctly news or of an informative nature should not be interfered with.

The law was originally formed by a man from a section with practically no magazines and few newspapers that circulated beyond the counties in which they were published. The law was passed by a Congress that passed practically everything that came before it without consideration or debate so long as it carried the rubber stamp of sectional authority.

LOCAL attention seems to center in the cut-price war on cigarettes which is going on between the chain cigar stores and the local price-cutters. It has given the local independent trade a hard row to hoe and those in the business section claim that the cigarette end of their business has fallen off anywhere from 25 per cent. to 75 per cent.

What the real objective is, is hard to determine. If it is to rally for the purpose of jolting the price-cutters, it may accomplish its purpose to some extent, but the majority of the cut-price stores get their real profit from their sidelines.

Whatever its purpose is, the local independent dealers are standing the brunt of the attack and it will take them some time to get over it. And with all it is not making any new friends among the independent dealers for the cigarette manufacturers.

With the average small dealer in the down-town section the cigarette business represents nearly, if not more, than 50 per cent. of his business. The dealers could afford to look pleasant if there was any chance of the war teaching the local price-cutters a lesson. However, we put little faith in any such possibility.

Meanwhile the consumer will reap the benefit until the war is called off and prices return to normal.

Business Building

By a trained Business Man and Advertiser
Written especially for
THE TOBACCO WORLD
by A.E.P.

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MEET Mr. Highbrow, Friend Dealer. He wants to say a few words to you on one of his many hobbies. He wants to tell you that the most potent factor in the success of your business is your personality. Says it is of much more importance than your store, your goods, or your location.

Says personality is an unseen force which will work for you and produce results—work so silently and subtly that no one will dream of its existence. Says that you should make yourself as perfect as possible—well groomed, well dressed, a mannerism combining dignity, courtesy, cheerfulness and politeness, an air of self-confidence, of calmness, of poise.

Then develop your conversation—the great art of listening, of being actually and sympathetically interested in what a man says, of laughing at his jokes and refraining from going him one better.

Then develop your store the same way—clean as a pin, neat as a Quaker's bonnet, attractive as a young bride, with a come-hither-look in its eye. Then handle goods which correspond with your personality and that of your store. Then advertise them to the extent of your finances.

Mr. Highbrow says this method will sure build you up a most satisfactory trade. And believe me, his opinion has some weight. He is the adviser of some of the livest business men in town, and they pay him big money for his views; but being a friend of mine, he hands them to you for nothing.

WE'VE get to keep at it. We can't stop. And we must keep on our toes. That's what he says, and he ought to know, because he speaks from forty-five years' experience and from the knowledge gained by working from an errand boy to the head of a huge mercantile emporium.

"Business building is never finished," he says. A man can never rest on his oars and plan to take things easy, lulling himself with the melody of the pleasing words that he has "arrived" and his business boat will henceforth float unaided on the tide.

The memory of the public is short-lived. The world swiftly changes. Customs and fashions and styles of goods pass out of date. Competition from new sources and from many angles continually threatens. Dangers lurk; the flats are ahead; the chute is greased and working, and the life of the business man must be a busy one.

These are the thoughts I hear again and again as I mingle among men of affairs, both big and little; and therefore I pass them on to you.

Quicken and deepen your interest in your business, therefore. Brighten your mind and make it hungry to absorb all sorts of business knowledge. Study the wants and whims of your customers. Think and plan how you can retain the old and gain the new. Watch the methods of your competitors, of the chain stores, of dealers in other lines who handle your goods. Study window displays, advertising, the buying art, the selling game. It will pay.

A TRUE story. Once there was a little, good-natured, round-faced, roly-poly cigar dealer, who had a little store just off the main street of a small, but growing city. He was good natured to a degree and everybody liked him. Far be it from me to call any one lazy, so I will say that he had a natural disinclination to physical and mental activity. His goods were good, his prices right, but his store would give the willies to a neat housekeeper.

Business was fair. He made a living. Nothing more.

The city grew—in numbers, in wealth and activity. The main street, twenty feet distant, was crowded, but his business increased little enough.

He sold out—to a man of thirty-five, who had been manager of a chain store. Forthwith something was doing. The little old windows came down and large show windows of plate glass were installed. The inside and outside of the store were painted in bright, but not gaudy, colors. Two or three modern fixtures were installed. The expense of these changes was not great, but when the goods were displayed with artistic skill, the whole effect was first-class.

In less than a year the business of the store had increased five hundred per cent. The roly-poly man had not grown with his city. Are you?

FREQUENTLY a little fellow can get valuable pointers by carefully watching the big guns, and doing likewise in those things which are practical.

The national executives in the various chain stores were very slow to take on "sundry merchandise," as they called it, fearing a number of evils which their imagination conjured up. They finally made the departure, however, and it proved to be a very profitable move.

In like manner there are thousands of cigar stores sticking exclusively to their special line, when a similar move would multiply the activity of their cash registers.

If you are one of these, why not make a study of this subject. Why not frequently go through some

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Letters from the Store Kid

by Frank Farrington

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NIX ON THEEZ TITEWADS!

DEER JIM. Remember old Sniffy Pickins that used to run the grosery store in old Pinkvill Jim? And we used to go there and get things for our fokes and the old titewad wood brake a cracker in 2 to make the skales ballans? Say Jim I never liked a titewad storekeeper did you? And its just the same in the cigars bizness as it is in the groseries bizness. He say it is.

I was on my day off the other day and I was looking around sum of the other cigar stores just for fun. I was into Murphys vizziting with a clerk there I kno and a man cum in and bawt sum tobacco and a good bryer pipe and it all cum to three-75 and he counted out all the munny he had and he had just three-68. Well what did old Murphy do but take the man's munny and say heed charj up the other 7 sents. The man sed all rite and went away and he diddent look like heed be back very soon to pay it.

Old Murphys wife she happend to be there in the store and she sed "Why Georie why diddent you tell him never to mind about the other seven sents, its such a littel?"

And Murphy sed "7 sents is just as good to me as it is to him and that 7 sents wood cum rite out of the proffits and if I did that all the wile pretty soon where wood the proffits be? Plenty of fellers wood always be just 7 sents short just to beet me."

But wife diddent agree with him. She cum rite back. "I kno it Georje but when I go into a grosery store where I like to trade they sumtimes thro in sumthing or a littel candy for the children, and I've herd you tell about how you like Fenwicks clothing store becaws they thro in a pair of spenders with your trousers and theyre kind of gennerus. Now you wont giv a man as much as haf the price of a cigar and youre going to charj it to him and send him a bill. If I was him Ide never pay it. Heel think youre awful stinjy.

That was telling it to him wassent it Jim? Well old Murphy he thawt it all over before he sed ennything more and then he sed, "Mebby youre rite at that. I gess a feller gets to thinking too much about the odd sents. I spoze if Ide sed to that man to forget it, heed of bin more frendly 7 sents worth ennyway. Or I mite of sed all rite, to pay me 7 sents more next time he cum in if he happened to think of it and not to pay it a tall if he forgot it. I guess youre rite, it wood make him feel better. It aint that Ime stinjy but I dont think about it."

And heez rite at that Jim. Murphy aint a titewad like old Sniffy Pickins. He was just thinking about it like it was dollars insted of pennies. But the trubbel is that customers dont kno that. They think the feller hates to see 7 meezly sents get away from him. Aint it so Jim? Your boss will giv a man a 15 sents cigar one day and then the next day charj him up for 3 sents he would be short on a fountain pen filler mebby.

Of coarse a feller cant make enny munny on what he givs away, not in one sents, and yet he can make munny giving things away too, cant he? What a good booster you and me wood of bin for old Sniffy Pickins if heed given us a peece of candy once in a wile! I gess weed of cum to his store every time weed bin sent on enny errend. No use talking, fokes likes to do bizness with a guy thats gennerus and they hate titewad places.

Theres a grosery shop next dore to our store and the feller in there advertized sumthing speshel the other day. He advertized heed giv away 3 cakes of sope to every customer that bawt 2 dollers worth or more on the next saterdy. Well ma told me to go and get sum grosery things there and she giv me the 2 bux to get em with. So I went in when I was starting for home and I got what she wanted and it only cum to one-95. Did mister groser say to me "Why dont you buy 5 sents worth more so you can get 3 cakes of sope free?" Not much he diddent. He kep his mouth tite shut and he took my munny and he beet it for the back of the store with his fingers crosst hoping Ide get out and not think about that sope. He diddent kno me, hay Jim? I sed "Mister, Ile take a nickles worth of candy and then Ile hav sum free sope cumming." He lookt as if Ide askt him to make me a prezzent of a $1. O he cum acrosst all rite but I cood se it hurt his feelings. Now you kno what Ide think of that guy dont you Jim?

There he went and advertized a speshul offer and then he got cold feet for feer fokes wood take him up on it, so he diddent put the offer in the window and he diddent hav it up inside of the store enny place and he hoped nobody wood cum in and want it and he was trying to riggle out of it all he cood. I wacht him with sum other customers to see.

I thawt that was pretty rotten but the next day the boss had a sine in our window that Rappahannahs was speshul and that everybody that bawt a box of em wood get one of thoze new littel packiis of Rappahannahs joonvers free. And I saw that Persy mut sell boxes of Rappahannahs to 2 men and they had to ask him for the free joonvers or I goss they woodent of got em a tall. Ennyway Persy wassant going to hand em out. So

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TRADE NOTES AND NOTICES

The J. P. Manning Company, of Boston, will distribute "Cinco" cigars.

The Baraboo Cigar Company, at Baraboo, Wis., has been established by Fred Fara.

The Solomon Hunting Cigar Company, which has incorporated with $250,000 capital, has taken over the Frisco Cigar Company, Oklahoma City.

Sidney Goldberg, president of Simon Batt and Company, is taking a vacation on the Pacific Coast, continuing business with pleasure.

Fred Winters, of the Winters Cigar Manufacturing Company, of Denver, Col., has sailed for Europe, on an extended pleasure trip.

Mark A. Pollack, a leading tobacco dealer of Havana, was having a pleasant trip to New York, but was summoned to return to Cuba and proceeded to do so on July 16.

It is reported that Joseph Zimmer is no longer connected with the Consolidated Leaf Tobacco Company, of Chicago.

A. L. Reed, former manager of the Gunst retail stores in Seattle and Spokane, has formed a partnership with Ed. Jensen, a tobacco dealer of Milwaukee.

John T. Woodhouse, of John T. Woodhouse and Company, jobbers of Detroit, is taking a vacation in Europe.

W. A. Ingram has joined the staff of the Parker-Gordon Cigar Company, at Kansas City. He was Oklahoma representative of the David Chalmers Company, of Kansas City.

The John Schwartz Cigar Company, of 31-33 North Perry Street, Poughkeepsie, N. Y., has taken over the assets of the old firm of John Schwartz and Sons, Inc. The new firm is said to be a strong one financially and an active one in pushing a business.

Acker, Merrall and Condit have taken over the distribution of the "Vega del Rey" line of cigars, manufactured by S. Furgatch and Company.

J. J. McCauley and Company, of Unchsville, Ohio, have resumed the manufacture of "Double Dutch" stogies, a favorite brand before war conditions interfered. Old friends and conditions are slowly coming back.

Commercial Attaché C. S. Johnson, The Hague, has transmitted under date of June 22, 1921, a translation of the law of May 6, 1921, which gives the internal-revenue taxes and regulations for tobacco and tobacco products in the Netherlands. This translation is on file in the Bureau of Foreign and Domestic Commerce, and specific information will be furnished upon application by those interested.

In a recent report Assistant Trade Commissioner Donald L. Breed, of Prague, states that there appears to be a market in Czechoslovakia for machinery used in the making of cigars. Interested manufacturers might forward their catalogues to Mr. Breed in care of the Bureau of Foreign and Domestic Commerce, Washington, D. C.

The Leaf Tobacco Storage Company of Richmond, Va., has been incorporated with a capital stock of $175,000. T. M. Carrington is president; Earle E. Boudar, secretary, and John M. Taylor, director.

F. S. Chamberlain, an entomologist, says that tobacco stalks should be removed from the field as they furnish feed for the last generation of insect pests. We had an idea that they furnished fillers for cheap cigars, and bulk to cheap smoking tobacco.

An exchange says that "some brands of alleged 'safety matches' are safer than others; the majority of them refuse to burn at all, with a possible exception of a feeble sputter and a wisp of blue smoke." We never perhaps had a "match ad" but right on our desk is a box labeled "U. S. A., Made by Americans for Americans." Every match perfect, never miss fire, a comfort, a joy, a treasure.

Samuel Greenwold, of Evansville, Ind., will open a factory in Cincinnati in September, at 424-26 West Fourth Street, for the manufacture of tobacco. The factory will start with forty employes.

According to reports from all parts of the country the "New Currency" 5-cent cigar of the P. Lorillard Company is enjoying a great drive.

The Connecticut Agricultural College has assigned a tobacco program for Friday, August 5, and will cooperate with the New England Tobacco Growers' Association and the Connecticut Tobacco Growers' Association. This is a feature of Farmers' Week, August 1 to 5.

It is reported that Frankel Gerdt's and Company, cigar manufacturers for many years on the Pacific Coast, have decided to retire from business, and have made an official announcement to that effect.

Happenings at Washington of Trade Interest

(Special from THE TOBACCO WORLD's Washington Bureau.)

THE duties on tobacco provided in the tariff bill which was passed by the House last month are not, as claimed in the majority report of the Ways and Means Committee, "such as the industry can readily bear," according to Charles Dushkind, secretary of the Tobacco Merchants' Association of the United States. In letters sent to members of Congress by Mr. Dushkind the effects of increased taxation and depressed business upon the tobacco industry are held up as pertinent reasons for foreing no further burdens upon this commodity, which can result only in danger and possible disaster to the trade.

The increased duties provided in the Fordney tariff bill will add from $2 to $3.50 per thousand to the cost of manufacture, it is pointed out, and these duties were inserted in the measure despite the fact "that the whole cigar trade is in the throes of serious depression; that its business since last December has declined 22 per cent.; that 5846 cigar manufacturers have been forced out of business since 1914; that the various types of cigar leaf tobacco have advanced from 64 to 200 per cent.; that the internal revenue tax rates on the various classes of cigars have been raised from 33 1-3 per cent. on Class A cigars to 400 per cent. on Class E cigars; that the cost of labor and other items of production have multiplied since the war, whereas the maximum increases in the retail prices of the various classes of cigars have at no time exceeded 60 per cent. above the pre-war prices."

"If you think that the manufacturer's margin of profit is so large that they can readily absorb these additional items, we respectfully submit that the forced retirement of 5486 manufacturers since 1914 furnishes most convincing proof that such is not the case," wrote Mr. Dushkind.

"The rates of duties have been uniformly maintained at $1.85 per pound on wrappers since 1898, and at 35 cents per pound on fillers since 1891. Why these rates of duties should be increased at this time, especially in view of the war taxes that we are still paying on cigars, is something that we can not understand.

"As far as the records show, no American tobacco grower has asked for any additional protection on filler tobacco. No American farmer has complained that the imported cigar fillers are hurting American tobacco growers.

"Why then impose these additional burdens on the cigar industry when, as must be perfectly apparent, the manufacturer cannot possibly absorb them? And to shift them on the consumer would seem a still further decline of business, which must not only result in disaster to the industry, but in minimized revenue to the government as well.

"We earnestly appeal to you for justice to the cigar manufacturing industry."

A tariff of $1 per pound on Turkish tobacco was provided for by an amendment to the tariff bill introduced just prior to its passage by the House by Representative Hawley, of Oregon. This provides for a separate classification for Turkish filler tobacco, and results in a considerably higher duty for that kind than for the other fillers, which will pay a duty of 45 cents per pound unstemmed and 60 cents stemmed.

This was the only change of any importance which was made in the tobacco section of the bill in the House.

Amendment of Section 3369 of the Revised Statutes, so as to provide for the turning over to army hospitals of any tobacco or tobacco products which have been abandoned, condemned or forfeited, and which are now destroyed, is favorably recommended by the Senate Finance Committee in a report on the bill introduced on May 10 by Senator Calder, of New York.

The committee rewrote the measure so as to have it read: "That in case it shall appear that any abandoned, condemned or forfeited tobacco, snuff, cigars, or cigarettes, when offered for sale, will not bring a price equal to the tax due and payable thereon, such goods shall not be sold for consumption in the United States; and upon application made to the Commissioner of Internal Revenue, he is authorized to order the destruction of such tobacco, snuff, cigars, or cigarettes by the officer in whose custody and control the same may be at the time, and in such manner and under such regulations as the Commissioner of Internal Revenue may prescribe, or he may, under such regulations, order delivery of such tobacco, snuff, cigars, or cigarettes, without payment of any tax, to any hospital maintained by the United States for the use of present or former members of the military or naval forces of the United States."

The committee's approval of the measure, it is stated in the report, was based upon a letter received from the Secretary of the Treasury, stating that the department had no objection to such disposition but suggesting that the measure be rewritten as above, as the original draft did not entirely conform to existing laws.

A prohibition against smoking in certain sections of the national forests is included by Secretary of Agriculture Wallace in new regulations which have just been issued. It is provided that smoking during periods of fire danger on national forest lands within the cyclone-swept area of the Olympic Peninsula, Wash., is prohibited with the exception that smoking will be per-

mitted on improved camping grounds and improved places of human habitation.

A cyclone on January 29, officials of the department state, created the worst known fire trap in the history of the country. Over six and three-quarters billion feet of timber, on a strip ninety miles long and from twenty to thirty miles wide, was blown down by the wind, which reached 150 miles an hour, and now lies in a tingled mass. Should fire ever gain headway in this devastated area, foresters say that the most stupendous conflagration in the annals of the nation would result.

Nearly a quarter-million dollars have been appropriated by State and Federal government for fire patrol and other fire prevention work, and nobody is permitted to enter the area except under special permit. For the first time fire engines have been installed in a national forest, a special type, with many thousand feet of hose having been provided.

A number of important matters affecting business men in the United States who have dealings with South American countries will be taken up at the second Pan-American postal congress, which is to be held at Buenos Aires beginning August 10. In addition to discussing postal details that will contribute to better mail service, the congress will consider particularly letter mail, post cards, printed matter, samples of merchandise and commercial papers which pass between these countries, and it is hoped also to develop situations which will aid in improving parcel post and money order facilities.

In connection with the parcel post between these countries it is desirable that uniform customs methods may be adopted, so as to avoid irritating delays and exactions. At present each country has its own customs regulations, which retard postal deliveries between all countries.

Another question to be discussed is that of short-paid postage. Some reciprocal arrangement is hoped for so that the domestic postage of each country will carry a letter to the country of address. It is planned also to secure an agreement that all letters bearing postage at all, even though not fully prepaid, may be forwarded and the deficient postage collected at destination.

The United States will be represented at the congress by O. K. Davis, secretary of the National Foreign Trade Council, and Edwin Sands, superintendent of the Division of Foreign Mails of the Post Office Department. Mr. Davis has long been active in foreign mail matters and is a member of the advisory committee on foreign mails of the Post Office Department, made up of the representatives of leading exporters, commercial concerns, chambers of commerce, boards of trade, etc. The National Foreign Trade Council was organized for the purpose of promoting foreign trade, and has as members nearly seventy-five of the foremost business men of the country, representing practically every branch of industry interested in foreign trade.

The countries participating in the congress are Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, Guatemala, Haiti, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Salvador, United States, Uruguay and Venezuela.

A total of $3,877,550,454 was collected from the taxes on industry during the calendar year 1919, according to a report just issued by the Commissioner of Internal Revenue, 1,124,385 business concerns making reports.

Personal returns were filed by 5,332,760 taxpayers during the year, the report shows, indicating a total net income of $19,859,491,448, from which taxes to the amount of $1,269,630,104 were collected. This was an increase of 900,000 returns, as compared with the year 1918, or nearly four billion dollars in net income, and of $141,908,269 in the total tax collected.

The average net income per return for 1919 was $3724.05, the average amount of tax $238.08, and the average tax rate 6.39 per cent. Slightly more than 5 per cent. of the total population of the country filed income tax returns.

No further surplus property will be disposed of by the Government until a new plan for its sale has been worked out, according to directions which have been issued by Brigadier General Charles G. Dawes, director of the budget. Lack of co-ordination in disposing of surplus property, it is said, is resulting in large and steadily increasing losses to the Government. Efforts will be made to turn over to the various departments such commodities as can be used, and such stocks as cannot be utilized by the Government will later be offered for sale by a central body.

"In the face of a large supply on hand," the director said in his order, "and because of the lack of a co-ordinated control and system of survey, with facilities for bringing to the knowledge of all departments the requirements of each, the different departments of the Government have been buying different classes of material in the open market with little recourse to stocks on hand.

"The cause of this situation, while it is primarily due to the lack of co-ordinating machinery of supervision and control, is aggravated by the delay on the part of the different departments in declaring as surplus certain property unnecessary to their purposes."

The order has had the effect of stopping all sales now planned by the various Government, it is said, except of perishable products.

The commercial travelers of the country will be represented on the Interstate Commerce Commission by Fred I. Cox, of New Jersey, whose nomination for that post was sent to the Senate last week by President Harding. He will succeed Edgar E. Clark, who has resigned to enter private business.

The selection of Mr. Cox was made in conformity with the President's plan of having as many of the transportation interests represented on the commission as possible. The last nomination was of a man who would represent the agricultural interests; Mr. Cox will represent the traveling men, who, the President feels, have a great interest in many of the commission's activities.

The operation of the American valuation plan proposed in the Fordney tariff bill will not tend to increase present day prices, but will result in a greater amount of revenue being collected by the Government and enable it to lower taxes in other channels, according to witnesses appearing before the Senate Finance Committee at the first of the hearings on the tariff bill.

The initial hearings are being given over to members of the United States Tariff Commission. In a lengthy statement Chairman Thomas Walker Page gave both the advantages and the disadvantages. One of the most common objections to it is its uncertainty. "The difficulty of appraising the American value of imported goods is greatly exaggerated by some and, in my judgment, it is not given sufficient importance by others," he said. "It is as easy to appraise the great bulk of staple commodities that come to this country at their American value, as it is to appraise them at their foreign value. The specialties, novelties, new designs and new goods are difficult to appraise abroad and it is just these things that it would be difficult to appraise as far as American values are concerned."

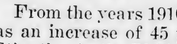
Mr. Page told the committee that the greatest argument in its favor is that it will take care of the variation in exchange, and make the duty on goods from low-exchange countries the same as on similar goods from countries where the cost of production is high. At the same time the former would be less able to flood our markets with merchandise to the detriment of domestic producers.

"We can make this American valuation plan work if you give us time. We have made the foreign valuation plan work, and while some confusion may temporarily result, eventually the new method can be worked out to run smoothly."

Commissioner Burgess declared the need for the new system was due, first to loss of revenue to the Government through under-valuation; second, to loss to the American industries of adequate protection intended by Congress; third, to the evident purpose and deliberate intent on the part of some foreign manufacturers to deceive our customs officers and investigators by misstatement of facts. Further indication of interference with the collection of proper duties on the part of another foreign government is indicated, he said, by an attempt to compel our Government to discontinue certain suits brought against some of its manufacturers and their American agents by threatening to withhold its appropriation for the Panama exposition and stating such appropriation would not be made while these suits were pending.

"The Government is losing large amounts of revenue from the fact that many manufacturers and groups of manufacturers feel they are complying with the letter of the law, if they can in any way establish a foreign market value regardless of actual selling price or cost of production," he said. "Such manufacturers invoice their goods at or below production cost and, paying duty upon this low valuation, reap enormous profits from the sales made in this country without attendant benefit to our people.

"The American manufacturer would have increased protection because the law would not be so easily evaded, but assessing duty on the American valuation plan will not permit the American producer to unduly advance or pyramid his selling price and will be the means of checking this. If pyramiding is resorted to, the foreigner can readily undersell and get the business. Altogether, it will greatly stabilize our business and make easier our commercial relations with foreign countries."



NEWS FROM THE PHILIPPINES

Never before in the history of Philippine agriculture has there been greater prosperity among the farmers, nor has there been a year in which greater progress has been made in agriculture, than that of the year 1920, according to the annual report of the Director of the Philippine Bureau of Agriculture to the Secretary of Agriculture and Natural Resources.

From the years 1910 to 1920, states the report, there was an increase of 45 per cent. in the area of land in cultivation in the Philippines, for the six leading crops, rice, corn, abaca, sugar, cocoanuts, and tobacco. The average yields of these crops have been remarkable in their increase.

The favorable results obtained during 1920 it is pointed out, have been due to better methods and the fortitude displayed by farmers in the face of adverse weather conditions that prevailed.

Tobacco producers raised 64,893,534 kilos of leaf tobacco, valued at $13,382,973.50, from 101,123 hectares, compared with 56,497,748 kilos, worth $8,792,724.50, from 73,859 hectares in 1919. This means an increase of 15 per cent. in production, 37 per cent. in area, and 52 per cent. in value—also the maximum production in the past ten years.

As a substitute fiber the maguey crop made a marked advance. There were 30,567 hectares planted to maguey as against 28,465 in 1919. The output last year was 18,178,050 kilos as against 12,318,392 for the previous year, and the value of the crop jumped from $959,875 in 1919 to $1,703,979.50 in 1920. A gain of 7 per cent. in area, 47 per cent. in production, and 78 per cent. in value.

For the first time an attempt was made to collect data on vegetables and root crops. It was found that the total area planted was 141,211 hectares and the estimated value of the output was $5,631,370.

The report gives an optimistic outlook for future production. Opposed to this is, of course, the factor of falling prices and readjustment of values that were inflated by the war. But this is a condition world-wide in its effect and, therefore, not confined to the Philippines nor even to the farming industry. At any rate the increased production will be helpful, it is stated in the report, and the future holds much of promise for a fair measure of prosperity.

WINSTON-SALEM ASSOCIATION ELECTION

At a recent meeting of the Winston-Salem Tobacco Association, Frank M. Bohannon was elected president succeeding E. W. Dixon, who had served for six consecutive years. P. A. Gorrell was elected vice-president and Z. T. Bynum was elected secretary.

Little Hope for Change in Tobacco Tariff

CLARENCE L. LINZ

(Special to the Tobacco World.)

THE House Ways and Means Committee has started its work of revising the revenue laws. At this time it is rather early to predict what will be the outcome of their deliberations and, furthermore, the members of the committee are loath to express their views in advance of the writing of the new bill which will change the existing laws.

The treasury officials have made innumerable suggestions. Included in the list is a proposal for an increase in the tax on cigarettes to amount to 50 cents per thousand. Thus far no mention has been made of an increase on cigars or tobacco. This latter may not sound so reassuring, for so many of the members of the trade have been hoping for a decrease in the present levies. It is very doubtful if any such action be taken.

Congress looks upon smokers' articles as legitimate fields for tax assessments. It is intended that they shall supply a goodly share of the revenues necessary for the support of the Government, and from this it is loath to deviate, despite the reports of the individual members of the House and Senate that some relief should be given.

An interesting statement was given the Washington representative of "The Tobacco World" by Representative Willis C. Hawley, of Oregon, a member of the Ways and Means Committee, who was active in framing the tobacco schedule of the Fordney tariff bill.

"I doubt very much if there will be any change in the present tax rates on tobacco and tobacco manufactures," he remarked. "We recently provided a rate of $1 per pound on Turkish tobacco. The rate has been forty-five cents and in the bill as originally reported by the committee it was proposed to raise this to sixty-five cents per pound. An amendment was put through increasing it to $1 and if that stands all imported Turkish tobacco entering our ports will be assessed that much.

"We did this to protect the increasing American supply of that kind of tobacco and to increase the amount of revenue obtained from imports of all descriptions.

"When we propounded the rates contained in the Fordney tariff bill to apply on all imports, we rather considered that the existing revenue rates thereon would stand and that whatever additional revenue that could be gotten out of tobacco would come through the imports and be covered by the tariff bill.

"I do no believe that we could raise the rates on cigars without decreasing the revenue because the production of cigars has remained stationary for many years. There will be no increase on pipe or chewing tobacco for they have about all that they can stand. It is patent that one could get the duties so high that they cease to be productive and that will decrease the revenues.

"In arriving at the proper revenue rates to apply we must consider, first, what can the industry bear and, second, that it will be at a point where the most revenue can be raised. There is no intention on the part of the committee to bring about a decrease in the use of tobacco and tobacco products, because that would diminish receipts. The idea is to get the most out of any industry without injuring that industry, and I think the limit has about been reached here."

The Ways and Means Committee held a number of hearings the last of the month at which many persons appeared, all asking to be relieved from some form or other of taxes. A number of cigar, cigarette and tobacco men were on the schedule for hearing on July 29, but they decided not to make any statements, perhaps desiring to await the appearance of the new bill in the House and then centering their efforts upon the Senate Finance Committee. The list included Junius Parker, New York City, and H. H. Shelton, Washington, D. C., representing the cigarette manufacturers; W. B. Bell, of New York, representing the tobacco manufacturers, and Charles Dushkind, of New York, representing the Tobacco Merchants' Association.

There is some talk now that the committee will recommend the repeal of the excess profits taxes, the higher brackets of the income taxes, and an increase from 10 to 15 per cent. in the corporation taxes with the repeal of the present $2000 exemption in the case of domestic corporations, foreign corporations not now having the benefit of an exemption. All statements as to substitute taxes for such as may be repealed are largely matters of guesswork at this time, but it may be that we will again have three-cent postage, and possibly a tax on automobiles, although that is doubtful. The committee is sidestepping a tax on bank checks, and has discarded the sales tax proposition.

WOMEN OPPOSE ANTI-SMOKING BILL

On Wednesday a hearing was held on Representative Johnson's "anti-smoking bill" which intends to prohibit women from smoking in public in the District of Columbia. Of course this is only a "feeler" and if the reformers and their professional assistants can get away with this it would prove a foundation for the promulgation of nation-wide laws along the same lines affecting not only the female of the species but the male as well.

Mrs. J. E. Cassidy, of Washington, who avers that she has never smoked in her life, objected to any laws on this subject which did not include the men.

Miss Alice Robertson, Congresswoman from Oklahoma, stated that she had recently seen women smoking and that she had to admit they did it with alluring ease and grace.

The few women present showed little sentiment for the Johnson bill.

The masculine sex was represented largely by reporters and of the twenty present nineteen opposed the measure.

Representatives of the Federal Land Bank Board are in Porto Rico, making a survey of conditions to report on ways and means of carrying out an Act of Congress extending the activities of the board to Porto Rico. W. S. A. Smith, of the board, and E. B. Thomas and George Janvier, of New Orleans, counsel for the commission, are the officials.

With acknowledgments to K. C. B.

At last! Mars has spoken!

YOUNG HIRAM Jinks.
HAD TRIED for weeks.
TO TALK to Mars.
BY WIRELESS.
HE'D POUNDED his key.
CALLING "MARS. Hello, Mars."
UNTIL HIS right biceps.
WAS THE village pride.
HE HARDLY dared to sleep.
LEST HE miss the call.
AND SAY! One evening.
HE GOT an answering buzz.
"YEP, THIS is Mars."
AND HIRAM shook all over.
AND STUTTERED back in Morse.
"HAVE YOU any word.
FOR US on Earth?"
QUICK CAME the answer.
"YOU CAN tell the world.
THEY SATISFY!" Then silence.
HIRAM RAN to the corner store.
AND SHOUTED in triumph.
"A MESSAGE from Mars!
YOU CAN tell the world.
THEY SATISFY."
BUT THE village elders.
MERELY SNORTED "Shucks.
KNOWN THAT for years."
WHILE OUT in the army camp
THE RADIO man.
WHO'D BEEN kidding Hiram.
THREW AWAY his butt.
AND LAUGHED himself to sleep.

B-U-Z-Z-Z. Listen to this one! Chesterfields "satisfy," and yet they're mild. With body enough to "satisfy" even a cigar smoker, Chesterfields are mild enough to suit even the most finicky cigarette smoker. That's some combination!—and this unique blend can't be copied.

In packages of 20 protected by special moisture-proof wrapper. Also in round AIR-TIGHT tins of 50.

They Satisfy Chesterfield CIGARETTES

Liggett & Myers Tobacco Co.

FREDERICK B. PATTERSON PRESIDENT

ANNOUNCEMENT has just been made, of three important changes affecting leading executives of the National Cash Register Company.

John H. Patterson has resigned as president and general manager of the National Cash Register Company, but will continue actively in directing the affairs of the company. As chairman of the board of directors, Mr. Patterson will advise the directors and help formulate the policies of the company. His son, Frederick B. Patterson, was elected to succeed him as president, while J. H. Barringer was made general manager.

John H. Patterson has been president of the National Cash Register Company for thirty-seven years. He is regarded as one of the world's greatest business leaders. The institution he has built in Dayton is regarded as the world's model factory.

He built it from a workshop of one room with two employees to an organization employing more than ten thousand men and women in all parts of the world.

Frederick B. Patterson is twenty-nine years old. His first work was on a farm. He attended school for two years in England, and has been connected with the N. C. R. for eleven years. He has been taught the principles of business by his father, learning the N. C. R. business from the ground up. He started in as a workman in the foundry.

In the interests of the company he has visited all of its agencies, except Africa, Australia, India, Russia and Mexico. He was manager of the foreign department for two years, and until he entered the service of his country in 1917. In the late war he rose from a private in the ranks to a commission in the air service.

This change in the official family of the N. C. R. places more responsibility on F. B. Patterson. The N. C. R. business is one of the largest businesses in the world. There are many problems to be solved. He has stated time and again that the policies of his father are the ones which will govern him in all that he does. This means that the world situation will take much of his time and attention in an effort to help bring order out of chaos.

J. H. Barringer, the new general manager, was promoted from the ranks. He started with the company fourteen years ago, holding a minor position. He earned promotion very rapidly and in 1918 was made first vice-president and assistant general manager. Mr. Barringer is only thirty-eight years old. It is a remarkable tribute to his perseverance and ability that he has been chosen to manage one of the world's greatest industrial institutions.

Powel and Goldstein, Inc., have closed down their factory at Oneida, N. Y., in response to labor demands. Their two large Pennsylvania factories will continue to supply the demand for their cigars.

Frame Leaycraft and Company, 64 Wall Street, New York, exporters of tobacco, have filed a petition in bankruptcy with stated liabilities of $885,654 and assets of $730,427.

The Bellefontaine Tobacco Company has been incorporated at Bellefontaine, Ohio, with a capital of $10,000 by Ernest Hover, Claire Hover, George W. Guy and A. Jay Miller.

OHIO LEAF REVIEW

THERE is one thing that holds back the tobacco industry in Ohio (and the same thing is true of all other sections of the country), and that is the lack of such adjustment of relationships among the currency systems as will make possible the earliest resumption of international trade. Could the exchange system once be remedied foreign shipping would increase in proportion to the demand. The countries that found it necessary to import food and other stuffs from America have long since exhausted their supply, so that at the present there is an alarming need of materials in foreign countries, while in our own country we find a situation that is diametrically opposite. We have always been dependent upon the foreign market to take care of our surplus material to such an extent, that now we find ourselves flooded with great surpluses of every agricultural commodity, and with no visible chance to dispose of them because of the difficulty in sending them overseas, and of negotiating necessary financial arrangements in view largely of the disturbed condition of currencies.

The tobacco market situation in the Miami Valley of Ohio is representative of conditions all over the country, so far as the strained international trade conditions are concerned. The resumption of tobacco product production depends upon the ability to dispose of the present surplus, or to finance the securing of raw materials to which labor may be devoted in order to turn out a further surplus of finished products. In view of the strained financial conditions and the limitation of credit, the latter course would be impossible. With the tobacco industry, as with every other, it must be a case of patiently waiting until international trade is resumed. The precipitate fall in prices, the inability of consignees to accept and pay for goods ordered in perfect good faith and delivered according to contract, and the disorganization of markets generally has interfered with the interchange of vitally necessary commodities. The country is bordering on a state of commercial paralysis, and each day that it continues makes the situation more difficult to handle.

The business situation generally throughout the Miami Valley is quite as good as in most sections of the country and that isn't saying a great deal. Retailers report that the past week has been very slow for them. The general outlook for a 1921 crop is far from bright at the present, so far as quantity is concerned. Weather conditions as a whole have not been conducive to the raising of a crop. It is expected, however, that the comparative small amount of tobacco produced in the valley will be much better than could ordinarily be expected judging from the general aspect of the crop after the worst of the weather has passed.

The outlook for a large crop of Burley in southern Ohio and Kentucky is far from bright. The acreage for this year was 40 per cent. below normal, and the planting conditions were so unfavorable as to further reduce the area of tobacco culture. The weather conditions have been decidedly against the raising of a crop. Sometimes it was too wet, then it was too dry, and between the two extremes the chances for a crop have been lessened considerably. It is estimated that the Burley crop will barely meet 50 per cent. of that of last year with last year's crop 40 per cent. below normal.

The Factory That Has Always Stood for "Open Shop"

From the time that Val M. Antuono first started to work as an apprentice boy in the factory which he now owns, until the present day, he has always stood steadfastly for the "Open Shop."

He knows from practical experience both as a cigar worker and a manufacturer that such a system works to the advantage of every sincere, conscientious worker—under this system both employer and employee get a square deal and no autocratic "Labor Leader" reaps the harvest of efforts of the workers nor dictates to the manufacturer how he shall conduct his business.

VAL M. ANTUONO'S PRODUCTS

C. H. S. -:- SHANNA

DUKE OF BELCOURT CIGARS

Have demonstrated that "Open Shop" conditions can produce the highest quality products in the world and at the same time give the consumer an assured supply of his favorite "smokes."

VAL M. ANTUONO

TAMPA, FLA.

Tobacco Patents Granted

[Full details and specifications of the following patents may be had by addressing the Commissioner of Patents, Washington, D. D., and enclosing ten cents for each patent wanted. In ordering give patent number only.]

No. 1,356,736. Tobacco-Smoking Pipe. Robert M. Prophet, Rutherford, N. J., patentee.

Patent awarded for a pipe for smoking tobacco which includes the combination of a stem, a removable bowl, and means forming a push connection between the bowl and the stem, said push connection comprising an outer bowl provided with an inner shoulder extending around its upper edge, a packing ring encircling the removable bowl to engage the shoulder, a portion of the removable bowl overhanging the upper edge of the outer bowl, and a ring covering the exterior joint between the two bowls.

No. 1,380,813. Tobacco Stripping and Booking Machine. John Laurell, Newark, N. J., patentee. Patent assigned to I. Lewis Cigar Manufacturing Co., Newark, N. J.

In a machine for stripping and booking tobacco the combination with rotary oscillating cylinders, a revolving cutter, endless belts coacting with the cylinders to feed a leaf, a chute located behind the knife to divert the stripped stem, and a belt connecting the chute with the hub of the knife.

No. 1,380,897. Smoking-Pipe Cleaner. Enoch C. Gunnarson, Brooklyn, N. Y., patentee.

In a device of the class named, a rigid annular chamber having at one side an opening bounded by two walls arranged at an angle to each other, one of the walls being approximately radial to the chamber and the other being approximately tangentially thereto, said chamber constituting a housing for a flexible cleaner having a head adapted to be stopped by the radial wall.

No. 1,381,276. Cigarette Package. Alfred B. Cadmus, New York, N. Y., patentee.

The combination with a cigarette container of a flexible strip independent of the material of the container and adapted to be passed around a number of cigarettes in the container with one end portion of the strip projecting from the container when in its wrapped and sealed condition, whereby a pull on the protruding end of the strip will break the seal of the package and project the cigarettes through the opened end of the container.

No. 1,381,489. Tobacco-Leaf Stemming, Straightening and Booking Machine. John O. Morris, Washington, D. C., patentee.

In a tobacco-stemming machine, co-operating stripping means, one of which comprises a drum constituting a leaf carrier successively positioning individual leaves in stripping position, and stem-grappling means engaging and drawing each leaf stem as the leaves arrive at the stripping position.

No. 1,383,121. Cigar and Cigarette Holder. Theodore R. James Robson, W. Va., patentee.

Patent given for a device such as named which comprises a cigarette-holder having an exterior annular groove adjacent its outer end, a cigar-holder made of elastic material and having a ring at its inner end for engaging the said groove for holding the parts together, said ring being formed of less elastic material than the rest of the cigar-holder.

No. 144,166. Smoking Tobacco, Little Cigars and Cigarettes. The American Tobacco Co., New York, N. Y., patentee.

Trade-mark registered for smoking tobacco, little cigars and cigarettes.

No. 144,174. Cigarettes. Alexander Boguslavsky, Ltd., London, England, patentee.

Trade-mark patented for designs for use in merchandising cigarettes.

No. 144,180. Cigars and Cigarettes. Frederick Clarke, Chicago, Ill., patentee.

Trade-mark patented for design for use in merchandising cigars and cigarettes.

No. 1,383,935. Tobacco Receptacle. Andrew J. Guill, Winifred, Montana, patentee.

Patent for a tobacco receptacle which includes a body provided with a discharge port, a vertically movable loosely mounted valve rod constituting a closure for the port, an agitator arm pivotally secured to the rod, and a slotted supporting arm loosely supporting the agitator arm and normally supporting the latter in a substantially horizontal position.

PORTO RICO ADVICES

The tariff bill has overshadowed for the moment an important law recently enacted by the Legislature of Porto Rico and just signed by the Governor, which is of vital significance to the tobacco interests in this country.

The object of this bill, which is known as the Tobacco Guarantee Act, is to assure the buyers of Porto Rican tobacco, either in the leaf or in cigars, exactly the status of its origin. This is accomplished by means of stamps which are compulsorily affixed to every container of tobacco intended either for home consumption or for export. The stamps are of three varieties, namely: One for tobacco grown in Porto Rico, one for mixed tobacco—that is some of which is grown on the island and some from other countries—and one for tobacco entirely foreign.

Under this arrangement the government guarantees the origin of the tobacco, and the buyer can tell immediately by the kind of stamp affixed whether he is getting pure Porto Rican tobacco or not.

Offices have been opened in New York City at 126 Maiden Lane under the supervision of the government appointee, J. F. Vazquez, who in addition to seeing that all tobacco from Porto Rico carries the proper stamp, will conduct an active publicity campaign to enlighten the jobbers, manufacturers and cigar dealers as to the benefits which will accrue to them under this act. Mr. Vazquez will be pleased to furnish detailed information to those interested.

A. KAFKA DEAD

A. Kafka, head of the firm of A. Kafka and Company, leading cigar manufacturers of Connecticut, died recently from an operation for appendicitis. The business will be continued by Emmanuel Talheimer, his associate.

NEW PORTO RICAN CORPORATION

The Independent Tobacco Growers' Corporation has been formed in Porto Rico to sell direct to cigar manufacturers in the United States. Their United States representatives are A. M. Leon and Company, 257 West One Hundred and Sixteenth Street, New York City.

UNIVERSAL HISTORY OF TOBACCO

During the early days of Virginia, a thriving business was done in transporting women from England to become the wives of the Colonists. Tobacco, as one of the foremost products of the new country, was a chief medium of exchange. The planters considered that a reasonable price for one of these fair immigrants was about a hundred weight of tobacco.

THE value of tobacco is no longer computed upon the "early day" basis. Yet its cost is of such consequence that cigar manufacturers are eager to utilize every possible improved method to save waste and keep down costs of production.

Reducing Your Stripping Scrap Loss

One saving, which the Model M Universal Stripping and Booking Machine makes, is in reducing the waste which almost always follows hand-stripping.

In hand-stripping, when a leaf happens to become torn near the stem, or elsewhere, the stripper usually will not stop and pick up the tobacco, then tear out the rest of the stem. Consequently the wrapper or binder is spoiled, or "scrapped."

The Model M eliminates this waste, because it strips the torn leaf, removing the stem cleanly without increasing the tear, thereby saving practically every particle of the leaf from tip to butt.

Over 2,000 large and small factories are already equipped with Model M Universals. Send for Catalogue and Price List.

UNIVERSAL TOBACCO MACHINE COMPANY

116 West 32nd Street, New York, U. S. A.
Factory: Newark, N. J., U. S. A.

UNIVERSAL TOBACCO MACHINE COMPANY OF CANADA, LTD.
108 St. Nicholas Building, Montreal, Canada

Model J Universal Leaf Counter—An Attachment for the Model M Universal Tobacco Stripping and Booking Machine. Counts the leaves as they are stripped in any number desired, from twenty to eighty to a pad.

THE MODEL J LEAF COUNTER

Patent Pending

MADE IN BOND

FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In

CHARLES THE GREAT CIGARS

A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER

SALVADOR RODRIGUEZ

TAMPA NEW YORK HABANA

CLIMAX

PLUG TOBACCO

THE GRAND OLD CHEW

To the Retailer:

The convenient 10¢ vest pocket tin will make many sales for you if kept displayed on your show case-(1 dozen 10¢ Tins in counter display carton)

Climax in the sanitary vest pocket tin is particularly satisfactory to users of Plug Tobacco who do not wish to carry a large cut of tobacco loose in the pocket.

P. LORILLARD COMPANY

Established 1760

Oldest Tobacco Manufacturers in the World

The Store Kid

(*Continued from Page 9*)

we lost most of the credit for giving em sumthing for free preemium becaws they saw we hated to giv it and woodent of made good only they put it rite up to us. Aint that hel?

It looks to me like this Jim. If a speshul offers a good thing then you awt to see that everybody that cums in knoze about it and sees it advertized around in the store and is askt if they dont want sum of it.

Weed awt to giv em the free preemium without being askt and weed awt to ask em if they kno about the offer when they dont menshon it. If its a good thing, then the more fokes we get in on it the better. If it aint a good thing, then fer cramps sake Jim whats the good of making it a tall? Aint you seen sum stores Jim that offer to sell sumthing for less than enny competiters and then keep dum about it for feer sumbody may want to buy sum? Skeems thats ment to get more bizness wont get it if you keep em secret He tell the world. Ime that way. Tell everybody and giv em all a chance to get in on the deel.

If you go in a place where theyve got a speshul deel on and youre entiteld to it and you dont get it, when you find it out you kno where you think that place can get off at. They dont see you agen unless you just want to tell em what you think about certain things. And if youre almost entiteld to that speshul deel and they dont tell you soze you can buy a littel more and get it, youre almost as mad.

Its pretty bad bizness putting enny littel thing over on your customer. Aint it so Jim?

So long old parrygorrick and pippyeack.

Yours

BILL.

GOVERNMENT CROP REPORT

The Bureau of Markets and Crop Estimates of the United States Department of Agriculture issued the following bulletin on July 19:

Florida: The bulk of the crop has been harvested.

Indiana: Crop very uneven and in need of rain in many localities.

Kentucky: Generally clean and well cultivated. Rain needed.

Louisiana: Late crop in the Perique section is being somewhat damaged by worms.

Pennsylvania: Growing rapidly since the rain and reported generally in good condition.

South Carolina: Condition considerably improved. Marketing will begin soon.

Tennessee: Transplanting practically over but plant very small and making slow growth.

West Virginia: Generally in poor condition. Rain needed.

Wisconsin: Benefitted by rain in Dane County, needed in Vernon County.

ALEXANDER CAMERON, JR., MARRIED

Alex Cameron, Jr., of the Cameron Tobacco Company, of Richmond, Va., and Mrs. Pearl Penn Fuller, sister of C. A. Penn, vice-president of the American Tobacco Company, were married at Atlantic City, N. J., on July 12. This unites two of the oldest families in the South, the Camerons of Virginia and the Penns of North Carolina.

Business Building

(*Continued from Page 8*)

first-class five and ten cent store, or some racquet store. Put your heart in your eyes and go slowly, looking at every line of the innumerable varieties. As you turn from each and every line ask yourself whether you could handle that to advantage, and make a mental or pencil note of the things which strike you favorably.

Also go through a first-class drug store where you will see better and higher-priced goods, and put them through the same mental examination.

Then go home and give earnest thought to the subject. Don't jump into the thing in a big way. Feel your way with one or two or three articles, and in time you may increase the variety, the amount and the profits of your business.

TAKE a pointer from Uncle Sam! He used to brag that his was a business government, and that he had the biggest business establishment in the world. But he went along with the same old methods of a hundred years ago, shutting his eyes to the fact that every business, big and little, must change its customs to keep up with the changing world.

He discovered that his waste and loss was something awful—several hundred of millions a year.

Then he said, "I'll reorganize, by gum," and he called in Dawes, General Dawes and Bank President Dawes, to do the organizing. Dawes, you may remember, is the bird who brought a bushel of cuss words when he appeared before Congress, and handed 'em out regardless of who they hit. Well, Dawes is busy reorganizing Uncle Sam's business to try and save half a billion yearly.

Leaving Uncle Sam, let's go down to cases! How about your business, Friend Dealer? When did you last reorganize it? When did you throw out the old methods and customs? When did you bring it up to the times? When did you let out a little cuss word, and swear that your business was costing more than it should, that your store and its fixtures were away behind the times, that you had a lot of shelf-lizards in your stock, that you had gradually grown old and fat and lazy until there is danger of your business dropping off with senile debility?

Take a pointer from Uncle Sam. Get busy, reorganize, and start afresh, full steam ahead!

WATERTOWN DISTRIBUTING COMPANY

Five local cigar stores in Watertown, N. Y., have organized the Watertown Distributing Company, to do a general tobacco business.

The dealers who are interested in the new concern are Francis J. McCarthy, Charles Chase, Jacob W. Mille, F. A. Balfour and Martin Duggan. The retail stores which they are now operating are not involved. Attorneys Pitcher and O'Brien are also included in the Board of Directors.

CHARLES A. BOND IN NEW OFFICES

Charles A. Bond, manager of the Manila Advertising Agency, and in that capacity cigar agent for the Philippine Government, has moved from 172 Front Street, New York City, to 15 William Street.

MAPACUBA

THE ALL-DAY, EVERY-DAY SMOKE

CHOICE?

You bet Mapacuba's choice—*"extra choice,"* cigar-wise smokers say.

Fine Havana filler, blended by the famous Bayuk process. Sumatra wrapper. Finest workmanship.

Handsome shapes. Popular prices.

2 for 25c., 15c.

BAYUK BROS., INC.

Originators of the BAYUK INIMITABLE BLEND and BAYUK INCOMPARABLE BRANDS

Philadelphia

La Flor de Portuondo

Established 1869

GENUINE

Juan F. Portuondo

Cuban Hand-Made CIGARS

The Juan F. Portuondo Cigar Mfg. Co.

PHILADELPHIA

PROPER CULTIVATION OF TOBACCO

RECOMMENDATIONS as to Cultivating, Topping and Suckering by the Pennsylvania Cigar Leaf Standardization Committee.

The cultivation of the growing tobacco crop becomes considerably easier when proper fall and spring treatment have been given. The summer treatment should consist mainly in shallow and frequent cultivation, especially after rains. Frequent cultivation during dry weather will aid in reducing the amount of check from drought. In case the soil has become compact and hard, one deep cultivation will aid in bringing the soil back, but after the plants have obtained some size it is not advisable to cultivate too deeply, as the tobacco plant is a surface grower, with comparatively few deep roots. Hand hoeing must be done on weedy soils and soils which tend to compact too much after heavy rains, but in loose soils the machine hoe may be used to advantage. Hilling is not an essential process, and in fact is rather injurious in some cases, as it aids in loss of soil moisture. It is probably most beneficial in low soils which have poor natural drainage. Hilling makes the harvesting operations more difficult and the supposed advantage in helping the plants to maintain an upright position is usually valueless, except where the drainage is poor.

The object of the life of any plant is the production of seed for the propagation of its kind. When the seed head forms and develops the nourishment is gradually transferred from the leaves and used for the formation and production of seed. In a plant like tobacco, which is valued for the quality of the leaf, it is necessary to remove the seed head as it forms, in order that the nutritive substances may remain in the leaf. It is impossible to lay down any hard and fast rules about topping, when it should be done, or how it should be done, and it must be left to the judgment of the individual grower. However, in a general way, some pointers may be made, which should apply to nearly all conditions.

Tobacco should be topped when the buds have attained such size that they may be readily seized and removed without injury to the tender leaves. If tobacco is topped before the bud is visible, the upper leaves will grow close together, inviting pole-burn, and if topped after the flowers have appeared, the upper leaves will not grow to any size. Just how much of the top should be pinched out depends on the strength and vitality of the plant, the amount of plant food in the soil, and weather conditions.

As soon as a plant is topped suckers begin to grow from buds in the axils of the leaves. Suckers first appear in the axils of the top leaves, and later in those of the middle and lower leaves. They represent the efforts of the plants to reproduce themselves. In warm, moist weather they develop rapidly. Every ounce of plant food and moisture spent upon them by the plant is so much waste of material, and it is therefore highly important that they be removed when small.

JACOB BAUM PRESIDENT OF JERSEY CITY TOBACCO COMPANY

At a recent meeting of the Board of Directors of the Jersey City Tobacco Company, Leo Teicher resigned as president, and Jacob Baum became president and treasurer. Other officers elected were: vice-president, Joseph Ogush; secretary, E. Baum.

THE BRIAR-WOOD INDUSTRY OF CORSICA

The Corsican briar-wood industry, for the manufacture of pipes, dates as far back as 1870, although on a small scale up to 1910, when the Sicilian production became insufficient for the market demand. The Corsican root comes next in quality to Sicilian root, which is considered first quality—the Corsican root being a little harder in texture. From 1910 the briar-root industry has become the foremost industry on the island.

About 6000 tons of roots are extracted per year. The output is controlled by firms in St. Claude, France. The work is carried on by forty small sawmills of primitive kind, the St. Claude firms advancing them the necessary money to buy the roots. In 1911, 1813 tons of ebauchons (rough blocks) were shipped from the island, and only 308 tons of this amount went to foreign ports; 1505 tons went therefore to St. Claude.

The briar is indigenous to Corsica and grows on waste land, for the most part communal land, of which there is a great deal in Corsica. The roots are extracted by the peasants and carried to the small mills on donkeys, and bought by the mill owners for a given price per 100 kilos. The price varies according to the demand for the ebauchons. In 1911, 5 francs per 100 kilos was paid; five years previously, only 3 francs; today, 16 francs. Last year the price went up to 25 and even 30 francs per 100 kilos. [Kilo=2.2046 pounds; franc=$0.193 at normal exchange.]

The correct name of this plant is white heather (*Erica arborea*). The term briar gets its origin from the French word bruyère (heath). Previous to the last fifteen years, the roots were extracted only in the highlands of the island, being free from wormholes in these zones. The exploited zones are soon replenished without any manual labor or care, ax-cuttings taking root and growing up into bushes.—*Board of Trade Journal.*

BRIBERY IN BUSINESS

The following article taken from *The Tobacco Trade Review* of London, England, shows that the practices mentioned, as everyone knows, are confined to no country or people. But the case cited seems to have been a somewhat aggravated one.

"For many years determined efforts have been made to put a stop to bribery as a means of getting orders, but the trouble seems to be as widespread now as it has ever been. Presiding at a recent meeting of the Bribery and Secret Commissions Prevention League at the London Chamber of Commerce, Mr. Stanley Machin told a story of a West End hotel buyer who, as soon as he was appointed, was approached from all sides with bribes amounting in several cases to £100. He took them all and put them in a special banking account to the credit of his employers. Then, when the traders began to send in inferior goods, he promptly closed their accounts. When they complained the buyer told his employers the whole story. In a few months the banking account, made up entirely of bribes, had reached a total of more than £1400. During last year thirty-nine convictions were recorded under the Prevention of Corruption Acts, twenty being in respect of bribes offered to the police. The persons convicted ranged from an architect to a pickpocket."

The Lorraine Cigar Company, which engaged in business some time ago on Gratiot Avenue, Detroit, has filed articles of dissolution, according to correspondence in an exchange.

Leaf Market Jottings

IN "Farm Life in the Garden Spot," a page of interesting reviews of the crops of Lancaster County in *The Examiner,* the editor says in part that those sections of the county that have shared in the recent rains show up well but the others rather poorly.

The tobacco crop shows a wide variance. The Havana tobacco, as a matter of course, is the first to come through the growing process and this year is ahead of the game. In the Havana section, along the lower Susquehanna reaches, the cutting of the Havana is well under way.

The seed leaf crop shows varying growth. There are some sections, where rain has been plentiful, in which the tobacco is ready or about ready for topping, and, on the other hand, there are other localities in which the tobacco is decidedly backward in growth. Many fields are "spotty" in character, some sections of the plots having upstanding plants of good growth, while other portions have low, stunted plants. Some sections need good, soaking rains and need them badly.

The lower end of the county has been exceedingly blessed in the matter of rains. That territory has had the benefit of every rain storm that passed over the county. Their fields show the effects of these and are in splendid shape and their crops are assured.

The farmers are banking heavily on their tobacco crop this season. Others of their crops have realized low prices this season, lower than for a number of years, and it is hoped that the tobacco crop will realize good prices and return them a profit to offset the losses in other directions.

There has been considerable activity in 1920 tobacco and some sales have been made at a considerable profit.

The Red Lion Leaf Tobacco Co., of Red Lion, Pa., are reported to be going out of business consequent upon the wish of the senior partner to retire and are gradually selling off their tobacco.

In the South, the State Crop Reporting Service of North Carolina states that last year's over-production of about 431 million pounds of tobacco has been reduced this year by a forecast of about 315 million pounds.

The acreage planted shows a reduction of 34 per cent. and with other factors indicate a yield of 520 pounds per acre. The small plants are blooming out unmatured, light, thin, and with a poor color, due largely to a deficiency of fertilizers.

On the authority of the president of the Virginia Tobacco Growers' Association, it is stated that no effort will be made to organize the marketing machinery in order to meet the association operative during the sale of the coming crop. There is so much to be done in the way of organizing and getting things in motion, which may be accomplished by 1922. The Carolinas are slow in responding and may never be organized successfully.

South Carolina had several good rains early in July but not good enough to help the crop much.

In Virginia, Henry M. Taylor, of the United States Bureau of Crop Estimates, makes a rather gloomy report. June was an unfavorable month for all crops in the State, which were below the ten-year average. With a 32 per cent. loss of acreage and a 66 per cent. of normal condition, the State's great money crop will probably show a poor return in cash.

(*Continued on Page 24*)

WD C TRADE MARK

It's Hard to Sell Good Tobacco to the Man With a Poor Pipe

Good pipes and good tobacco usually go together. And large tobacco sales follow as a matter of course.

And it's no more than natural.

The fellow who looks for the cheapest pipe is almost always the fellow who buys the cheapest tobacco and smokes the least.

While the man with good pipes has learned to distinguish a real smoke from an imitation of one. He buys your better brands of tobacco, smokes more frequently, enjoys his smoking more and you make a bigger profit per sale, on more sales.

If all pipe smokers could be placed in the latter class there would be a substantial improvement in the volume of business every tobacco shop would do.

Why not convert them? Encourage each pipe smoker to choose good pipes. They don't necessarily have to be the most expensive pipes, for W D C pipes are not expensive pipes and you know that every W D C is a good pipe.

WM. DEMUTH & CO.

NEW YORK

World's Largest Pipe Manufacturers

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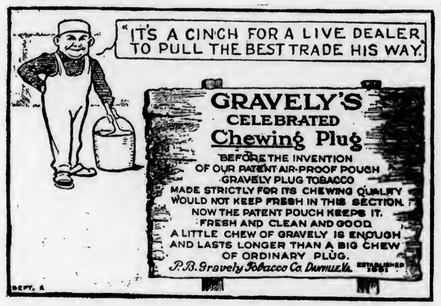
"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD.
A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Danville, Va.

(*Continued from Page 23*)

In Wisconsin, according to the *Wisconsin Tobacco Reporter,* two crops have come through the hot, dry weather with better prospects than any other. Both corn and tobacco with sufficient moisture and moderate heat promise to yield fairly satisfactory returns.

The earliest fields are in bloom and with favorable weather will spread. Much depends on the next few weeks, but fields of later planting have not made much progress and the stand is somewhat uneven. This tobacco has plenty of time under favorable conditions from now on to take on size before harvest. Nearly all fields throughout the Wisconsin territory have a remarkably wholesome and attractive color.

Some growers are complaining of the work of the tobacco worm in certain fields. From the best information received the danger from this pest is not universal by any means, and the losses due to the tobacco worm even in fields where it has appeared are not, as yet, serious.

Packers who have done some sampling of their 1920 tobacco have found that it has come through the sweat in good shape, and they are in position to offer the trade some very attractive leaf of this vintage. The crop is limited in amount of large binders, as is well known. This end of the 1920 crop was bought at fancy prices, and the packer who can show choice of fancy binders is entitled to the best price the market can offer. Movement of leaf from first hand offers no news of material interest.

In Kentucky, Midway reports the tobacco crop as standing the drouth in very good shape. Winchester reports that the crop is late and small. Flemingsburg had seasonable rains over most of Fleming County and considerable improvement in crop prospects. Harrodsburg reports that in many sections of Mercer County "rust" has appeared on tobacco and some farmers will plow up their tobacco and plant other crops. Sections not so affected show the plants growing and developing well.

Versailles faces poor prospects for a crop. Tobacco looks fairly well but the acreage is very small and will be cut still more except under very favorable weather for development. Far less than one-half an ordinary crop is expected this year. Bracken County faces the same prospects. According to the *Western Tobacco Journal*, "Crop prospects are the worst that Bracken County has seen for many years. Very little tobacco has been transplanted, and in some sections of the county the stand is not good. The tobacco set out with transplanters early looks good but is not growing very fast. The amount set in different parts of the county runs from 10 to 60 per cent. of last year's crop."

Georgetown does not expect even a 50 per cent. average, and even the Blue Grass County, the finest spot on the American continent, bar none, while the tobacco crop is in fairly good condition on the whole, much of it is stunted and showing little signs of growth.

Summing up, we think a short tobacco crop in Kentucky this year is the best thing that could have happened. The growers will get better prices for whatever part of the crop is good, and will blame Providence or the Devil, and not the manufacturers, for low prices on the balance.

Official quotations of the Louisville Leaf Tobacco Exchange are as follows: 1920 Dark Red. Trash, $4 to $7. Lugs, common, $7 and $9; medium, $10 and $14; good, $14 and $16. Leaf, common short, $8 and $10;

(*Continued on Page 25*)

(*Continued from Page 24*)

common, $12 and $15; medium, $17 and $22; good, $25 and $30; fine and selections, $40 and $45.

1920 Bright Red. Trash, $5 to $9. Lugs, common, $11 and $14; medium, $14 and $17; good, $18 and $20. Leaf, common short, $14 and $16; common, $16 and $22; medium, $22 and $25; good, $35 and $40; fine and selections, $55 and $60.

1920 Colory. Trash, $5 to $10. Lugs, common, $10 and $14; medium, $15 and $18; good, $18 and $22. Leaf, common short, $17 and $20; common, $20 and $24; medium, $25 and $35; good, $40 and $45; fine and selections, $60 and $65.

1920 Dark Crop. Trash, $3 and $4.50. Lugs, common, $4 to $5; medium, $5; good, $7. Leaf, common short, $7 and $8; common, $8 and $10; medium, $11 and $16; good, $18 and $20; fine, $22 and $25.

The Connecticut Valley is a "Happy Valley" compared to the majority of tobacco districts. In mid-July more tobacco had been topped than ever known and the crop is two weeks further advanced than in former years. The weather has been unusually favorable and the growth remarkably rapid. The crop is very healthy with very little "wild fire."

A recent heavy storm in the Suffield district did considerable damage, ripping up the tent cloth and blowing down the larger tobacco with considerable loss, but the smaller tobacco did not suffer as much damage and will probably grow out of the damage. The shade tobacco blown down will have to be tied to a lath, which will make plenty of work for men, women and children for awhile.

LARUS & BROTHER COMPANY ISSUE WARNING

The following circular letter has been issued to the jobbing trade by Larus & Brother Co. of Richmond, Va.:

"It has come to our knowledge and we have on our desk tins of what was formerly Ready Rubbed Edgeworth tobacco. These tins bear a 1¾ oz. stamp, cancelled by Harris Brothers, while they only contain 1½ oz. of tobacco; this error having been made by the importers of same, and the owners thereof are liable for misrepresentation, and also to the Internal Revenue Department for holding packages improperly stamped.

"For your information will state that this tobacco is part of a lot furnished the government when they commandeered our factory in May, 1918. It was shipped in bond, and has laid about on the wharves here and in France, and was finally sold to the French Government, from the best information we can obtain, at practically nothing. It was afterwards purchased and reshipped to this country.

"This tobacco is rotten, absolutely worthless, and we feel it our duty to warn the trade in purchasing same they do so at their own risk, as we are in no way liable for the condition of the tobacco, or misrepresentation in the stamping thereof.

"We feel sure that you will co-operate with us in reporting to us this tobacco whenever it is offered to you, and will notify your customers their liability in purchasing same."

SUMATRA, 1918-1920

Dentz & Van der Breggen, Amsterdam, Holland, dealers in and importers of Sumatra tobacco, in celebration of their twenty-first anniversary, have issued a very handsome cloth bound volume, entitled "Sumatra 1918-1920," a copy of which, just received, is a very acceptable gift.

Scharff-Koken Mfg. Co.
ST. LOUIS, MO.

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Corrugated Fibre Shipping Cases

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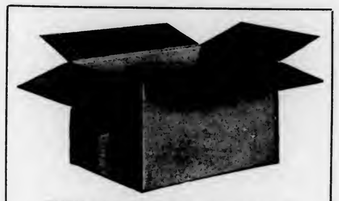
CORRUGATED BOXES REACH YOU IN FLAT BUNDLES, LIKE THIS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Sealed to meet all regulations, and reduce to a minimum breakage and pilfering claims.

Guaranteed to meet all requirements of Express, Parcel Post and Freight.

Reduce *your* shipping expense. Our prices have already declined heavily, and it will pay you to investigate.

Save money by writing us today, stating method of transportation used, weight of contents, and dimensions.

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ST. LOUIS, MO.

Tobacco Merchants' Association Registration Bureau,

5 Beekman Street
NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made fo every ten (10) additional titles necessarily reported. made for every ten (10) additional titles necessarily reported.

REGISTRATIONS.

FORT SHELBY:—42,189. For all tobacco products. July 13, 1921. Garland Cigar Co., Detroit, Mich.

ILLINOIS NEWS:—42,190. For cigars. July 18, 1921. Ed. Dufenhorst-Habeck Cigar Co., Milwaukee, Wis.

MICHIGAN NEWS:—42,191. For cigars. July 18, 1921. Ed. Dufenhorst-Habeck Cigar Co., Milwaukee, Wis.

MINNESOTA NEWS:—42,192. For cigars. July 18, 1921. Ed. Dufenhorst-Habeck Cigar Co., Milwaukee, Wis.

KLIP:—42,194. For cigars. June 13, 1921. C. H. Solliday, Dayton, Ohio. The trade-mark though apparently not heretofore registered by any of our affiliated bureaus is claimed to have been used by Klip Cigar Co., Detroit, Mich. for a number of years and title thereto is claimed to have been acquired by the registrant through mesne transfers.

EASTERN SHORE:—42,195. For cigars, cigarettes, tobacco. June 14, 1921. W. P. Eaton, Baltimore, Md.

RAMON GARCIA:—42,196. For cigars. June 10, 1921. Ramon Garcia Cigar Co., Milwaukee, Wis.

GIM'ME:—42,197. For cigars, cigarettes and tobacco. June 10, 1921. People's Tobacco Co., Ltd., New Orleans, La.

GENERAL JAN CHRISTIAN SMUTS:—42,198. For all tobacco products. July 19, 1921. American Litho. Co., New York City.

JAN SMUTS:—42,199. For all tobacco products. July 19, 1921. American Litho. Co., New York City.

SIGARI GIACOMO:—42,200. For cigars. July 12, 1921. Jack Gervasi, Milwaukee, Wis.

FRESH PORT:—42,201. For cigars, cigarettes, tobacco. July 9, 1921. Basch and Weiss, New York City.

LADY NERDEN:—42,181. For cigars. June 24, 1921. Leonard Boutelje, Philadelphia, Pa.

ATTAINMENT:—42,182. For cigars, cigarettes and tobacco. July 8, 1921. Pasbach-Voice Litho. Co., Brooklyn, N. Y.

GOLDBANK:—42,183. For cigars. February 25, 1921. Parent Cigar Co., Catlettsburg, Ky.

PARHELION:—42,186. For all tobacco products. July 5, 1921. F. M. Howell & Co., Elmira, N. Y.

GOLIGHTLY:—42,187. For all tobacco products. July 1, 1921. F. M. Howell & Co., Elmira, N. Y.

MARGERY JACKLIN:—42,188. For all tobacco products. July 1, 1921. F. M. Howell & Co., Elmira, N. Y.

TRANSFERRED REGISTRATIONS.

COMPANITA:—34,035 (Tobacco Journal). For cigars, cigarettes, cheroots and tobacco. Registered March 16, 1908 by Heywood Strasser and Voigt Litho. Co., New York City. Transferred to Adolph Frankau & Co., New York City, July 18, 1921.

EL SIGNITO:—22,508 (Trade Mark Record). For cigars, cigarettes and tobacco. Registered March 30, 1900 by American Litho. Co., New York City. Transferred to New York-Tampa Cigar Co., New York City on July 19, 1921.

LARINCA:—71,906 (Patent Office). For cigars, cigarettes, cheroots. Registered December 22, 1908 by Cayey-Caguas Tobacco Co., New York City. By various transfers acquired by American Box Supply Co., Detroit, Mich. and re-transferred to H. M. Zeldenrust Co., Bethlehem, Pa. on July 13, 1921.

LARINCA:—70,968 (Patent Office). For cigars, cigarettes and cheroots (made of cigar tobacco). Registered October 20, 1908 by Cayey-Caguas Tobacco Co., New York City. By various transfers acquired by American Box Supply Co., Detroit, Mich. and re-transferred to H. M. Zeldenrust Co., Bethlehem, Pa. on July 13, 1921.

LEILA:—6010 (Tobacco Leaf). For cigars. Registered October 7, 1891 by Grommes & Ullrich, Chicago, Ill. Transferred to Ryan & Raphael Cigar Co., Chicago, Ill. on March 15, 1920 and re-transferred to Manuel Suarez, Tampa, Fla. on July 13, 1921.

LA DORA:—16,895 (National Registration Bureau). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered January 12, 1912 by C. B. Henschel Mfg. Co., Milwaukee, Wis. Transferred to F. A. Rauh (John E. Rauh, successor), Milwaukee, Wis. on June 18, 1919. Title claimed to be in use by F. A. Rauh since January 12, 1912.

EL ESCUDO:—7240 (Tobacco Journal). For cigars. Registered December 8, 1886 by Schumacher & Ettlinger, New York City. By various transfers acquired by Petre, Schmidt & Bergmann and re-transferred to Frau & Pena, Philadelphia, Pa. on July 8, 1921.

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Strong, Salt, Sweet and Plain Scotchs
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The Tobacco World

Established 1881

VOLUME 41 AUGUST 1, 1921 No. 15

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Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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VOLUME 41

The TOBACCO WORLD

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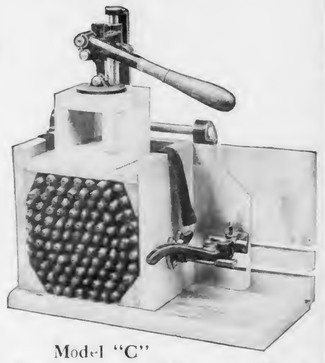

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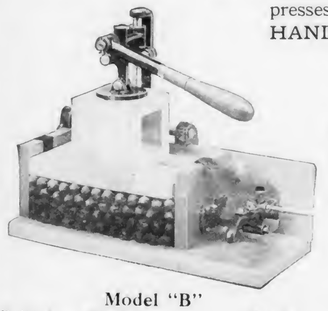

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The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

SALESMEN WANTED

ENERGETIC SALESMAN WITH GOOD REFERENCES can associate himself with small factory in city of 75,000 population in Pennsylvania, as I cannot handle the business alone. Splendid opportunity for right man, who can invest a few thousand dollars. Will stand investigation. Address Energetic, Box 428, care of "Tobacco World."

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FOR SALE

FOR SALE—COCA-COLA BOTTLING PLANT, brick building and lot, located in town of about 5000 population, doing about $4000 business per month. Net profits since the first day of last Feb. over $5000; good territory. Reason for selling, bad health. Write for particulars. Address Bottling Plant, c/o Nelson Chesman & Co., Chattanooga, Tenn.

FOR SALE—CIGAR LABELS AND BANDS; large and small quantities. Address American Box Supply Co., 383 Monroe Avenue, Detroit, Mich.

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SALESMAN WANTED—A high class salesman wanted to represent Tampa concern in East and Middle West on strictly commission basis. A splendid opportunity for the right man. Address Box 415, c/o T. W.

CIGAR LABELS WANTED—Will buy small or large quantities of discontinued cigar labels and bands. Send samples with quantities and full particulars. Address Box A-212, care of "Tobacco World"

E. Rosenwald & Bro.
145 WATER STREET, - - - NEW YORK

HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
122 Second Avenue New York City

ONE THING SURE!

Smokers are going to keep on buying those Cool, Free-Burning, Hand-made, Long-filled

Manila Cigars
At Five Cents

Some smokers will want Manila cigars that look better and taste sweeter at eight and ten cents

They Can't Be Beat
For The Money

LIST OF JOBBERS, IMPORTERS AND MANUFACTURERS ON APPLICATION

MANILA AD AGENCY, (C. A. Bond, Mgr.)
15 William Street, New York

ROBERT EMMET CIGARS

Nearly Three-Quarters of a Million Sold Every Month in Detroit Alone

THE secret of its wonderful popularity is in the perfect blending of choice tobaccos by Chas. J. Spietz, master blender of quality cigars for over 30 years.

BREVAS SIZE 10c
In Drums of 50

MANUFACTURED BY
SPIETZ CIGAR COMPANY
Harper & Seneca Streets Detroit, Mich.

Two National Favorites
HYGIENICALLY-MADE

WAITT & BOND **BLACKSTONE**
Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND **TOTEM**
Imported Sumatra Wrapper
Long Filler

WAITT & BOND, Inc.
NEWARK NEW JERSEY

P. A. takes the cake as a fast turnover!

You *know* what your cash-come-back is when you renew stock on Prince Albert! Why—it's pretty much like investing in gold dollars! The return is certain!

And Prince Albert sales constantly increase! *Quality assures that!* P. A. makes new customers every day—and best of all—*it repeats as no other brand ever did—or ever could!*

Prince Albert is *your* business winning friend as well as the best pipe pal any man ever had! You know that!

And, it goes without saying that it's mighty good business to keep Prince Albert up front in your window and in your store! Every little bit of display *adds speed to your turnovers!* And, it's turnovers that count in the tobacco game!

PRINCE ALBERT *the national joy smoke*

R. J. REYNOLDS TOBACCO CO. Winston-Salem, N. C.

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Happenings at Washington of Trade Interest

(Special from THE TOBACCO WORLD'S Washington Bureau.)

By CLARENCE L. LINZ.
(Special to THE TOBACCO WORLD.)

IN revamping the existing revenue laws, the House Ways and Means Comittee refrained from increasing the present taxes on tobacco and tobacco products. Recommendations had been made by Secretary of the Treasury Mellon that the existing levies on cigarettes and tobacco be raised, but it was the general opinion of the Committee members that the peak of taxation has been reached and any advance would simply lessen the return to the Government from such sources.

There are many changes in the laws that will prove of great interest to the readers of THE TOBACCO WORLD and its Washington Bureau has prepared the following compilation of provisions dealing with business.

Business concerns who hereafter insure the lives of their officers or employees for the benefit of the business will not be compelled to include the amounts received from such death benefits as gross income. In the present law this deduction from gross income is limited to individual beneficiaries or the estate of the insured.

Traveling salesmen will be permitted to deduct, in computing their net income, expenses incurred while on the road. This is the culmination of a fight waged for the removal of a discrimination against the men who have to maintain a home at their business headquarters and also pay expenses in the pursuit of business. They claimed that these expenses were just as much a part of their cost of doing business as rent, freight and other items are a part of a merchant's overhead in the conduct of a store. Therefore, Section 213 of the new bill amends paragraph (1) of subdivision (a) of Section 214 of the Revenue Act of 1918, by adding "traveling expenses (including the entire amount expended for meals and lodging) while away from home in the pursuit of a trade or business."

At present debts ascertained to be worthless and charged off within the taxable year are permitted as deductions. The new bill goes further by permitting, in the discretion of the Commissioner of Internal Revenue, a reasonable addition to a reserve for bad debts, and, further, when satisfied that a debt is recoverable only in part, the commission will have authority to allow such debt to be charged off in part.

The corporation tax for the present and all succeeding calendar years is increased to 12½ per cent. of net income, the two thousand dollar exemption being retained.

The excess profits tax is repealed as of January 1, 1922. Where a corporation made a return for a fiscal year beginning in 1920 and ending in 1921, the war profits and excess profits tax for the portion of the year falling within the calendar year 1920 is to be an amount equivalent to the same proportion of a tax for the entire period computed under existing law, which such portion is of the entire period. Where payments for this year have already been made, the excess will be credited or refunded to the corporation.

The tax of three per cent. on freight transportation, of one cent for each 20 cents charged for the transportation of express matter, and eight per cent. on passenger transportation and Pullman accommodation, is repealed. The Commissioner of Internal Revenue is authorized to refund such taxes on the proportionate part collected on tickets or mileage books purchased and only partially used before January 1, 1922, on which date the repeal legislation becomes effective. The tax of one cent on each twenty-five cents or fraction of the transportation charge of parcel post packages is retained.

The new bill provides for the organization of a Tax Simplification Board consisting of three members who will represent the public and appointed by the President, and three members, appointed by the Secretary of the Treasury, to represent the Bureau of Internal Revenue, who will be Government officials serving in that bureau. The first-named are to serve without compensation except reimbursement for traveling and other necessary expenses incident to their duties.

It is to be the duty of this board to investigate the procedure of and the forms used by the bureau in the administration of the internal revenue laws and to make recommendation for their simplication. It is to report to Congress the first Monday of each December, its duties terminating in 1924.

The committee also amended Section 204 of the existing law, so as to permit taxpayers to secure credit in succeeding years for any loss suffered in the conduct of their business during a tax year which

amounted to more, after adding the deductions permitted by law, than the sum of the gross income of the taxpayer for that year, the amount of deductible losses not sustained in such business interest received free from taxation, and so much of the depletion deduction allowed with respect to any mine, oil or gas well as is based upon discovery value in lieu of cost.

This change is to take effect January 1, last, and it is revised that the amount of such losses shall be deducted from the net income of the taxpayers for the succeeding taxable year, and if such net loss is in excess of the net income for the succeeding taxable year, the amount of such excess shall be allowed as a deduction in computing the next income for the next succeeding taxable year.

THE privilege of filing tentative returns of income, where it is impossible to file a complete return within the seventy-five days provided by law, is sought by the Missouri State Board of Accountancy in resolutions recently adopted, copies of which have been sent to members of Congress.

Under the present law, it is set forth, taxpayers are required to file their returns of annual net income not later than seventy-five days following the close of their fiscal year, which, in most cases, is the calendar year. A great many taxpayers, especially the majority of corporations and partnerships, it is pointed out, require the services of professional public certified accountants in the preparation of their returns and it is impossible in many instances to secure such services because of the great pressure of work.

It would be to the interests of both the taxpayer and the Government, it is believed, to grant the taxpayer the privilege of filing tentative returns where it is impossible to file a complete return within the time now prescribed, and Congress is urged to include a provision to that effect in the new revenue law.

THE decision of the Government as to the attitude to be adopted toward the statistical activities of associations in the various trades is soon to be announced. Conferences have been held between Attorney General Daugherty and officials of the Department of Justice and Secretary Hoover and his aids in the Commerce Department. It is intimated that legitimate organization activities will not be interfered with.

"All these business associations are in touch with the Department of Commerce," said the Attorney General, "and the department is much concerned with the welfare of business. The Secretary of Commerce and I have had numerous conferences pertaining to these trade associations and the many things they do, and we are very anxious to give the business public every practicable, reasonable assurance that the Government will not disturb them in their legitimate associations and that there is to be no raid on business.

"Legtimate business and legitimate business methods will be encouraged and the great majority of these business associations are most helpful, not only to business but to the country generally, and those who are connected with them are not only desirous of operating under the law in a legal and legitimate way, but are doing so.

"There are, necessarily, some who, under advice of expert trade counsel, go beyond the point of legality, where prices are attempted to be fixed, or prices are fixed in an illegal way and regardless of justification and arbitrarily. That is a violation of law. Because we want to see business proceed, employment increase and prosperity begin, we are generous, but it must not be concluded that we are going to close our eyes to violations."

THE Republican members of the Senate Finance Committee have come to an agreement on the American Valuation Plan, accepting the principle laid down by the House in the Fordney tariff bill, but broadening and clarifying its provisions so as to make it thoroughly workable. As now drafted *ad valorem* rates will be assessed on the domestic wholesale selling price whenever a domestic article can be found comparable to the imported article. But when a comparable domestic article cannot be found, *ad valorem* rates will be assessed on the wholesale selling price in the United States of a like imported article. If neither of these is available, assessment will be on a constructive American selling value built up from the export value of the imported article by adding thereto an amount for duty, transportation, insurance, general expenses, and profits. If neither the domestic, the import, or the export value can be found, a constructive value will be used, built up from the cost of production by making an allowance for the items of cost above stated.

The changes were submitted to the Republican members of the House Ways and Means Committee for their approval, at a joint meeting of the committees following which Senator Penrose said, "The meeting considered the House provisions on American Valuation. The Finance Committee agreed to a substitute therefor, which does not differ radically from the House provision. It was read to the assembly and unanimously agreed upon. The amendment will also cover some small articles, like laces, penknives, toys, fashion goods and similar things on which there is no comparable value."

The full text of the amended provision is as follows:

SIMILARITY.

Section 402 (a) Whenever in this Act reference is made to the similarity of merchandise (whether manufactured, partly manufactured or unmanufactured) to other merchandise, such similarity to establish a price shall be based on similarity in material, quality, construction and kind.

DOMESTIC VALUE.

(b) The domestic value of the imported merchandise shall be the price at the time of exportation of the imported merchandise, at which similar domestic merchandise, packed ready for delivery in the principal markets of the United States, is sold or freely offered for sale to all purchasers in such markets, in the ordinary course of trade and in usual wholesale quantities.

IMPORT VALUE.

(c) The import value of imported merchandise shall be the price, at the time of exportation of such merchandise, to the United States, at which such or similar imported merchandise is freely offered for sale, packed ready for delivery, to all purchasers in the principal markets of the United States in the ordinary course of trade and in the usual wholesale quantities.

EXPORT VALUE.

(d) The export value of imported merchandise shall be the price, at the time of exportation of such merchandise to the United States, at which such or similar merchandise is freely offered for sale to all purchasers in the principal markets of the country from which exported, in the usual wholesale quantities and in the ordinary course of trade, for exportation to the United States, plus, when not included in such price the cost of all containers and coverings and all other costs, charges, and expenses incident to placing the merchandise in condition, packed ready for shipment to the United States less the amount, if any, included in such price, attributable to any additional costs, charges, and expenses, and United States import duties incident to bringing the merchandise from the place of shipment in the country of exportation to the place of delivery in the United States and plus, if not included in such price, the amount of any export tax imposed by the country of exportation on merchandise exported to the United States.

COST OF PRODUCTION.

(e) The cost of production of imported merchandise shall be the sum of——

(1) The cost of materials of, and of fabrication, manipulation, or other process employed in manufacturing or producing, identical or substantially identical merchandise at a time preceding the date of shipment of the particular merchandise under consideration which would ordinarily permit the manufacture or production of the particular merchandise under consideration in the usual course of business;

(2) The usual general expenses (not less than 10 per centum of such cost) in the case of identical or substantially identical merchandise;

(3) The cost of all containers and coverings, and all other costs, charges, and expenses incident to placing the particular merchandise under consideration in condition, packed ready for shipment to the United States; and

(4) An addition for profit (not less than 8 per centum of the sum of the amounts found under paragraphs [1] and [2]) equal to the profit which is ordinarily added, in the case of merchandise of the same general character as the particular merchandise under consideration, by manufacturers or producers in the country of manufacture or production who are engaged in the same general trade as the manufacturer or producer of the particular merchandise under consideration.

VALUE.

(f) For the purposes of this Act, the value of imported merchandise shall be:

(1) The domestic value;

(2) When the domestic value cannot be ascertained to the satisfaction of the appraising officer, then the import value;

(3) If neither the domestic value nor the import value can be ascertained to the satisfaction of the appraising officers, then the export value, plus, if not included in such price, duty, cost of transportation, insurance, and other necessary expenses from the place of shipment to the port of arrival in the United States and a reasonable addition for profits and general expenses not less than 16 per centum;

(4) If neither the domestic value, the import value nor the export value can be ascertained to the satisfaction of the appraising officer, then the cost of production, plus duty, cost of transportation, insurance, and other necessary expenses from the place of shipment to the port of arrival in the United States and a reasonable addition for profits and general expenses not less than 16 per centum.

Having arrived at this basis of calculating duties it is now possible for the Finance Committee to go ahead with the consideration of the question of rates. The plan now in operation is of taking the Fordney tariff bill schedule by schedule as they appear and hearing witnesses on each provision, limiting the witnesses to fifteen minutes each, and endeavoring to have but one man talk for each group. When the hearings were commenced August 15, there were in excess of five hundred applications for allotment of time to permit of the presentation of views for and against the various provisions of the bill. Many of these must of necessity be denied because of lack of time.

AFURTHER decline in both imports and exports took place during July, according to preliminary figures of our import trade just issued by the Secretary of Commerce. Imports totaled $178,000,000, as compared with $185,679,893 in June and $537,118,971 in July of last year, while exports amounted to $322,000,000, against $336,958,412 in June and $651,136,478 last July. The excess of exports over imports, however, was greater than a year ago, the trade balance in our favor being $144,000,000 against $114,000,000.

For the seven months ended with July, imports totaled $1,498,466,414 and exports $2,856,265,463 as compared with $3,481,617,445 and $4,897,120,902 respectively, for the same period of 1920. These are the lowest totals shown for any such period since before the beginning of the war.

Investigation of the outside activities of employees of the Internal Revenue Bureau, in connection with the operations of certain tax accountants who are alleged to have represented themselves as able to secure substantial reductions in the income taxes due from their clients, is being actively prosecuted, according to officials of the bureau.

Hearings are being held daily, at which both employees of the bureau and outsiders appear to testify regarding the handling of tax returns and the conduct of the bureau generally. The hearings are presided over by Deputy Commissioner F. G. Matson, who is in charge of the investigation. Special Attorney Angevine, from the office of the solicitor for the bureau, is also present with a view to preparing for later prosecutions.

Unfair Competition Forbidden by Law

UNFAIR methods of competition have been the cause of many cases in the courts, and during the last ten years especially various State and Federal laws have been enacted for the protection of the business man who suffers as a result of unfair methods practiced by his competitors. Federal and State authorities are also, as far as is practicable, lending their assistance to overcome this evil.

The method practiced by competitors of this class are, of course, as many and varied as their ingenuity can devise. However, one of the most common methods resorted to is to use the trade name and private brand of a successful firm, and to leave the purchaser under the impression that he is getting the article which is well known and favorably regarded.

This deception is practiced by marking the goods with the marks by which they have always been known to the trade, or by placing them in containers similar to the ones used by the firm whose reputation for the goods has been established.

When such deception is practiced by a competitor confusion is likely to result, and it will undoubtedly work to the injury of the firm whose trade name and private brands have become favorably known to the public through many years of successful and satisfactory service.

On this point the law has been stated very plainly in the following manner: "A dealer, coming into a field already occupied by a rival of established reputation, must do nothing which will necessarily create or increase confusion between his goods or business and the goods or business of his rival."

Also, "Irrespective of the question of trade-mark, a manufacturer has no right to inclose his product in packages so like those of a rival manufacturer as to deceive a purchaser, or to enable a dealer to do so."

A case on this point was recently decided in one of the higher courts. In this instance it was an established fact that the Ferris Company, the plaintiff, had marketed its product in containers which were distinguished from other goods of this nature by having red and blue bands on each end. After a continuous and successful business of forty years the customers had formed the habit of purchasing these goods by the appearance of the containers. They had reason to believe that only this firm marked its product in this manner.

A less successful competitor, the Arnold Company, the defendant, who had been in business only two years, also began to mark its containers with red and blue bands, similar to those of plaintiff. As a result of this similarity in marking the defendant company increased its business to the detriment of the plaintiff. In most instances the purchaser was not aware that he was not receiving the material he had intended to purchase.

The plaintiff asked the court for an injunction to restrain the defendant from using this unfair method of competition. The court granted the injunction, saying: "Defendant's officers, while persisting in such imitation and insisting on the right to continue same, disclaimed any fraudulent intent and gave as reasons for adopting colors, etc., similar to those of plaintiff that their red and blue were of a different shade, and that there was a prejudice by customers against other colors, etc. The reasons, however, are not convincing.

"In our opinion the principle here involved is one of unfair trade competition. As a result of forty years' business plaintiff's product was so well known and highly regarded as to be in general demand, and recognized in part by the distinctively marked containers. In the minds of many customers the peculiarly marked containers of red and blue naturally suggested the plaintiff's product, and the use of containers so marked by the defendant, whose product was comparatively unknown, naturally worked to its advantage and to the plaintiff's loss. It is not a case of trade-mark, technically so called, but of unfair competition, in which the defendant, by imitating plaintiff's containers, secures to some extent the high standing of plaintiff's product."

The principle prohibiting unfair trade methods has not been applied to only one or two lines of business, but to every class of business that may suffer in this manner. Every man in business has a perfect right to carry on spirited competition with other business men, and the law cannot by any means be construed as opposing competition. It is only when one business man's false pretenses tend to mislead customers and to work harm to a rival that the law will interfere.

This interference by the law is entirely justifiable, for when a business man has spent years in developing his trade, then he should be protected against the wanton misuse of trade names and private brands, which have become known to the public only through the expenditure of much energy and money.

In another case where the defendant used unfair methods against an established rival the court said: "The test is whether the label or mark is calculated to deceive the public, and lead them to suppose they are purchasing an article manufactured by a person other than the one offering it for sale. It may be stated broadly that any conduct, the natural and probable tendency and effect of which is to deceive the public, so as to pass off the goods of one person as that of another, constitutes actionable unfair competition." (Copyright by Ralph H. Butz.)

Up in the Air

Lady—You say your father was injured in an explosion? How did it happen?

Child—Well, mother says it was too much yeast, but father says it was too little sugar.—*Kasper* (Stockholm).

The Road to Success

A Sunday school teacher had been describing to her pupils the joys of heaven. At the close of the lesson she asked:

"How many would like to go to heaven?"

All, save one, raised their hands. Turning to the exception the teacher asked:

"Surely, you don't want to go to hell!"

The youngster nodded his head vigorously.

"Sure, I do," he asserted. "My father said that's where business has gone, and I want to go in business."—*Finance and Industry.*

Business Building

By a trained Business Man and Advertiser
Written especially for
THE TOBACCO WORLD
by A.E.P.

All rights reserved

A BUSINESS paper sent a questionnaire to its retail customers asking them "What will make the public buy?" The answers were many and varied, and some of them were interesting and instructive.

It was shown emphatically that the public wants to get more for its money, and this is one of the causes for dullness of trade.

Another interesting feature was that the public wants goods of quality. It doesn't want prices reduced by reducing the quality of goods. It has been educated to a higher standard of living than before, and it desires to maintain that standard without a material let-down.

The merchants say that the public is economizing. It isn't "living on its own fat." It is wearing out its clothing and utensils pretty well before replacing them, but when it actually needs something it purchases the same. It has not a surplus on hand.

Therefore when things have become stabilized and prices have assumed their permanent level the public will come in the market, buy freely and set the wheels merrily on the hum.

IS IT really true that the most pitiful thing on the market today is an unknown brand; that nobody knows it, nobody wants it though it may be perfectly worthy, and selling it is a thankless job?

Are you handling; or are you making and selling an unknown brand?

If so you should stop, look and listen, to see if you are on the wrong track. If you are; and can put them over without any word, look, or sign of protest, then you are right and can safely ring the bells for full steam ahead.

But if there is a little disposition on the part of some of your customers to sidestep—to hem and haw, and ask if you haven't some other kind—then you had best call yourself aside and give thought.

People have been educated to believe that certain brands mean certain values. They like this education and the better known the brand the better pleased they are. Inversely, the least known the brand the more suspicious the customer.

If you are handling goods I believe it will pay you to handle the well-known brands, which are kept well known by continual and aggressive advertising. If you are making your goods, I believe it would be well to establish brands—the fewer the better—and proceed to make them well and favorably known to the public by every means in your power.

THEY say that many retailers are suspicious of the dealer helps which are sent them by manufacturers to distribute. And, such being the case, they file them carefully in the waste basket for future reference.

Don't enlist in this army of suspicion, Friend Retailer. Do just the opposite thing. Handle advertised goods, get all the advertisements you can, both for display and distribution. Put 'em up. Scatter 'em around. The more the better.

Then write for more and put them up and scatter them around.

Let the manufacturers know that you are an ardent believer in advertising—that you are a fan on it—that you whoop for it, shout for it, root for it. Perhaps you can even work them to use your local paper in their advertising, and then you can take a little space under it stating that you handle the goods and inviting the public to call. Thus you will get a big advertisement at the price of a little one.

This policy will bring your name and store prominently before the people. It will convince them that you handle desirable goods—for an advertising manufacturer today is sort of under bonds to make good goods. And the natural result will be that folks will come to you to buy. All of which is good.

HIST to the queries of the highbrow! If he comes in and asks you about "Einstein's Theory of Relatively," don't try to explain it, but hand him a box of milds and say they are three for a quarter.

If he says that the star, Betelguese, in the constellation Orion, is two hundred and forty million miles across it, don't contradict him, but say you will offer him a bargain on a box of fine cigars.

If he asserts that the star, Sirius, is sixty light-years away, show him your stock of briar pipes.

If he explains that a light-year is the distance light can travel in a year, going at a speed which takes it eight times 'round the world in a second, it will be all right to whistle "whew" three times softly. But don't forget to try and sell him a package of cigarettes.

If he asks whether you believe in the Nebular Hypothesis, and what is your opinion of the Laplace Theory of Planetary Formation, you need not get into an argument with him, but try to sell him a fancy match box.

I like highbrows! They know a lot, and they use words that reach across the Delaware River. But they can't get me to argufy. Where's the fun? But they are useful, just as cigar dealers are useful. They add to the gayety of nations, and when people are gay they like to buy cigars.

IN PHILADELPHIA

In almost every instance business is good, or improving, and that in what is considered one of the dullest months in the year. The employes are usually working on full time at least, with very few cigar makers out of work. Read the story.

BAYUK BROTHERS, INCORPORATED

The "Charles Thomson" cigar, the new five-cent cigar, is enjoying a wonderful sale, everywhere that it has been placed. It is crowding the breakers on the Pacific Coast, under the able and active Coast representative, W. D. Hart, who is doing splendid work with the firm's Coast distributors, The National Grocery Company, of Seattle, Wash.; Lang and Company, of Portland, Ore.; the Northern Grocery Company, of Billingham, Wash.; William Muskop, the Skudders-Gale Grocery Company, of St. Louis.

Business is slowly improving and optimism is the keynote of the Bayuk establishment.

BOBROW BROTHERS

Bobrow Brothers report a very busy factory. Their salesmen are getting good orders from the West, for both "Topic" and "Bold" cigars. They have no complaint to make as to the volume of business.

CONGRESS CIGAR COMPANY

The Congress Cigar Company is rushed with orders and oversold on "La Palina." They hope to be able to catch up after they open their new Camden plant in about two weeks. They have a big newspaper advertising campaign on in fifteen States of the Middle West. They have billed some strong orders for "La Palina" and the more of them the firm makes, the more buyers want.

PORTUONDO CIGAR MANUFACTURING COMPANY

The Portuondo Cigar Manufacturing Company reports a steady improvement in the sale of their various brands, with excellent future prospects.

JACOB LANGSDORF'S SONS, INCORPORATED

Jacob Langsdorf's Sons, Incorporated, note a marked improvement in business, they have started making "Kossuths" again, to meet the demand.

THE RUYERA LOPEZ CIGAR MANUFACTURING COMPANY, INCORPORATED

President Sam Oster, of the Ruyera Lopez Cigar Manufacturing Company, Incorporated, has just returned from a Western trip during which he opened a branch in Chicago, in full charge of Charles Zeller, at 139 Clark Street, from which all Western business will be done. The firm has two distributors in Chicago, the Sam Cigar Company, 3600 Ogden Avenue, and John A. Anderson, 140 Dearborn Street. They also ship the big loop from here. The Sherman Hotel features Ruyera Lopez Cigars in fourteen sizes, and all high-class dining rooms and hotels are already bringing duplicate orders.

The Madison Drug Company, distributors in Madison, Wis., will have control of the distribution of the Ruyera Lopez first shipment of 100,000 cigars, which is now going forward. Ernest W. Halvell, in charge of the cigar department, will supervise the placing of the Ruyera Lopez brand.

Two special men are going on to Milwaukee and a full campaign will shortly be opened.

The E. H. Stahl Cigar Company, 613 Gratiot Avenue, Detroit, Mich., have been appointed distributors of the Ruyera Lopez brands, and will feature the line in eight sizes. The first shipment went forward on August 9.

Charles Goldstein, secretary and treasurer, after looking over these orders is tired and will take a rest. The firm is booked ahead for several weeks.

THE JOHN STEIGERWALD CIGAR COMPANY

The John Steigerwald Cigar Company has opened new accounts with Austin, Nichols and Company, New York, for Bridgeport, New Haven and Norwich, Johnstown Grocery Company, Johnstown, Pa., and a Bayer Beaver Company, of Huntingdon, Pa. Business is good, the company had the busiest July in its history.

KICICO BRANCH OF THE LOUIS KING CIGAR COMPANY

In Bank Street, just a little south of Market Street is the Kicico Branch of the Louis King Cigar Company, 284 Asylum Street, Hartford Conn. They are putting out a new five-cent cigar, with a Sumatra wrapper and recently sent a fifty thousand trial order to Hartford, on which they expect a repeat order.

J. REYNOLDS BRADY REPRESENTS AMERICAN BOX SUPPLY COMPANY

J. Reynolds Brady, of Philadelphia, has been appointed representative of the American Box Supply Company, of Detroit, Mich., in Philadelphia, Eastern Pennsylvania, Baltimore and Washington territory. Mr. Brady has been identified with the cigar business for the past twenty-five years, and is thoroughly acquainted with the requirements of the cigar manufacturers.

The American Box Supply Company's line includes cigar labels and bands; tin foil; cedar lining for tin cans; tin cans; cigar bags and pouches; protector strips; tissue wrappings; price and classification stickers; stock and territorial labels; stock bands; simplex packing machines; cigar banding machines; gumming machines; paste; cigar makers' tools and boards; Yankee bunch machines.

G. H. P. COMPANY

The G. H. P. Company has announced the opening of an additional factory in Trenton, N. J., which will employ from 50 to 100 hands, when fully equipped, and has also taken over the large five-story manufacturing building at 60 North Fourth Street, with a capacity for several hundred hands. The company is oversold, but hopes soon to catch up with orders.

HERBERT D. SHIVERS, INCORPORATED

At the Herbert D. Shivers factory, J. E. Peacock, superintendent, is away on vacation. The firm has made a practice of closing down during the vacation months, but have not shut down at all this summer. They expect a big improvement next month.

Kohlberg Brothers note an improvement in business.

Yahn & McDonnell experience a steady increase in business.

Allen R. Cressman's Sons, have nothing new at present but report business good and improving.

Sig Mayer & Sons, note excellent business; salesmen giving good reports of "Rey-Oma," with many repeat orders.

The Halpern Cigar Manufacturing Company is largely oversold on "50-50s," with sales going very strong.

The E. G. Bohn Company, of Philadelphia, has filed a petition in bankruptcy with assets of $2854 and liabilities, $3621. They are located at 449 North Third Street.

FALL DATES OF INSCRIPTIONS

Following are the fall dates for the Amsterdam inscriptions of Sumatra and Java tobacco:

Sumatra—September 16th and 23d, and October 14th in Amsterdam.

Java—September 9th, October 7th and 21st, November 4th and 18th, and December 2d and 16th in Amsterdam.

Rotterdam inscriptions of Java will be held September 30th, October 28th and November 25th.

CENTRAL TOBACCO COMPANY OF LEXINGTON

The Central Tobacco Company, of Lexington, Ky., has occupied the three-story building at Walnut and Short Streets, which has been remodeled for their convenience. The company is a wholesale dealer in tobacco, cigars, cigarettes and confectionery.

CANADIANS QUIT TOBACCO GROWING

Essex County farmers in the province of Ontario are reported to have quit tobacco growing and planted their fields in potatoes, the latter crop showing greater profits than tobacco in that location.

MATCH IMPORTS AND EXPORTS

Government reports for the month of June show the value of imports of matches was $23,703 and exports, $23,870. And whoever imported matches got stuck.

A. M. LEON A PORTO RICO AGENT

The Independent Tobacco Growers' Association of Cayey, Porto Rico, composed of several tobacco planters of the Island, has appointed A. M. Leon, 257 West 116th Street, New York City, as American agent, for the purpose of disposing of their crops direct to manufacturers.

SANCHEZ AND HAYA MAKE REDUCTIONS

Sanchez and Haya, leading cigar manufacturers of Tampa, have made price reductions on several sizes of their Sanchez and Haya brand, and are also placing two new sizes on the market.

A RECEIVER FOR KOHLBERG & COMPANY

Robert P. Stephenson has been appointed receiver for Kohlberg & Company, Incorporated, cigar manufacturers formerly at 535 East Seventy-fifth Street, New York City, now at 26 Prospect Street, Newark, N. J. It is stated that the liabilities are about $80,000 and the assets about $23,000.

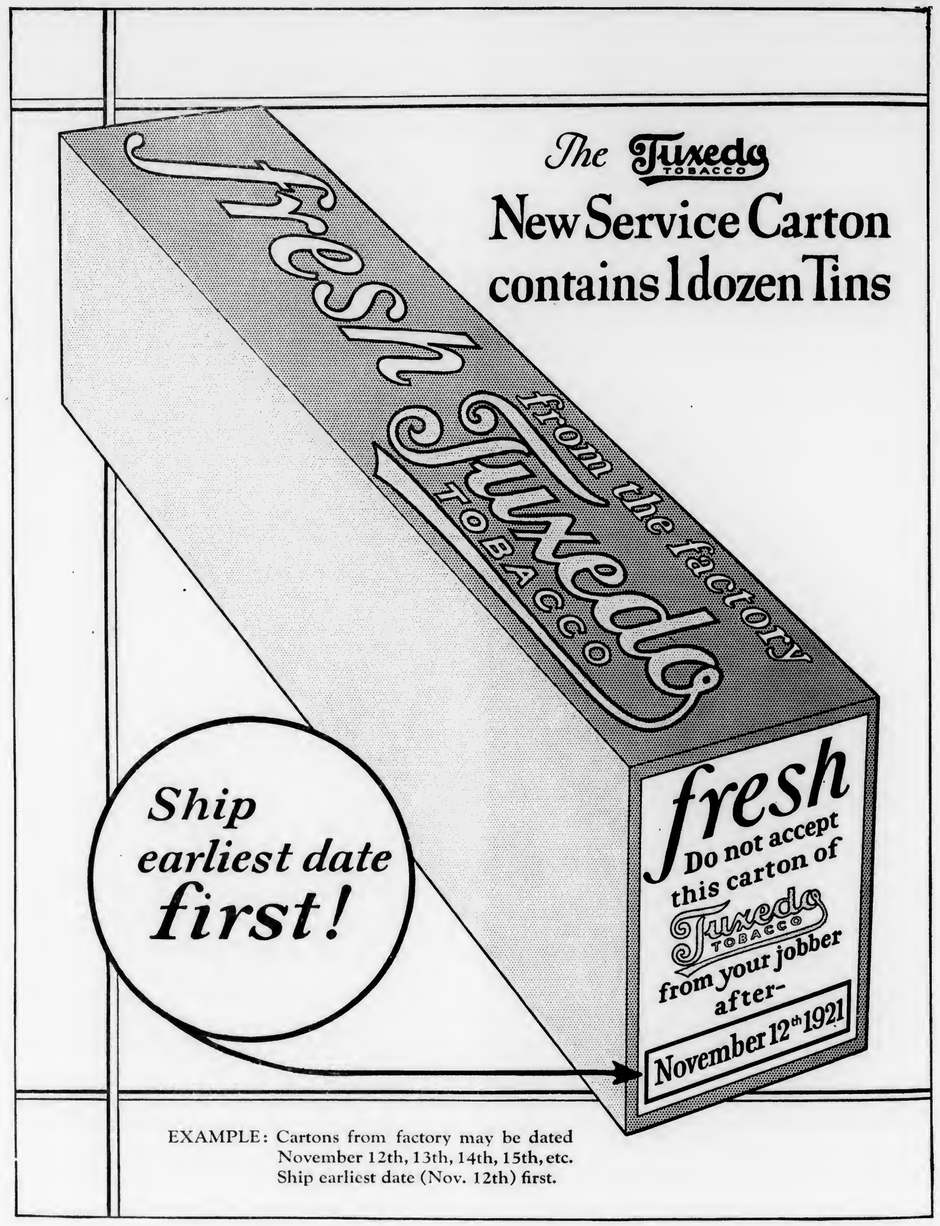
M. GILBERT TOBACCO COMPANY

The M. Gilbert Tobacco Company has been incorporated under the laws of Delaware with a capital of $50,000 by Morris D. Gilbert, Sol. K. Cohn and Wm. Gilbert.

THE GOVERNMENT TOBACCO CROP ESTIMATE

The following report issued by G. L. Morgan, Agricultural Statistician, Bureau of Markets and Crop Estimates, shows conditions and forecasts production of crops in Pennsylvania on August 1.

The condition of the tobacco crop on August 1 was 76 per cent. of normal indicating a yield of 1208 pounds per acre and a production of 46,387,000 pounds as compared with 60,400,000 pounds last year, and 55,294,000 pounds, the average production for the past ten years. The Connecticut crop is estimated at 35,868,000 pounds as compared with 36,112,000 pounds last year. Massachusetts, 14,719,000 pounds and 15,810,000 pounds last year. New York, 2,901,000 pounds and 3,072,000 pounds last year. Ohio, 27,662,000 pounds and 60,480,000 pounds last year. Wisconsin 52,160,000 pounds and 62,400,000 pounds last year. The total tobacco crop for the United States is estimated at 889,000,000 pounds as compared with 1,508,000,000 pounds last year, and 1,272,000 pounds, the average production for the past five years.



EXAMPLE: Cartons from factory may be dated November 12th, 13th, 14th, 15th, etc. Ship earliest date (Nov. 12th) first.

Service

It has always been the policy of The American Tobacco Company to extend to its customers the maximum of service and every courtesy within its power. We now extend a service which has never before been thought possible in the distribution of tobacco.

Each day the factory, at the time of packing, will print the date on the carton in the space indicated by the arrow which date will be the last date the TUXEDO Tobacco packed in the carton should be sold to the retail dealer.

THEREFORE, PLEASE SHIP TO YOUR RETAIL CUSTOMERS BEFORE DATE SHOWN.

WHEN DELIVERED BEFORE THIS DATE THE CONSUMER WILL RECEIVE FRESH TUXEDO TOBACCO

Guaranteed by

The American Tobacco Co.
INCORPORATED

—which means that if you don't like TUXEDO tobacco you can get your money back from the dealer.

IN THE MIAMI VALLEY

A RECENT survey of the Miami Valley 1921 crop discloses that the growers have set out but 50 per cent. of the total acreage for 1920. This coupled with the fact that a severe drought dominated Central and Southern Ohio for a period of some five weeks so further curtailed the crop that the present estimate puts the entire calculation 60 per cent. below last year's total. The undoubted shortage that will face the tobacco market next fall will insure a good price for all the old tobaccos now held, and promises an excellent price for the 1921 crop. Tobacco buyers in this section are already taking an inventory of the crops, and some of them are contracting for the crops directly out of the field. The United Cigar Company has a buyer in this section who is offering twenty-five cents. The buying season will witness very strong competition between the army of buyers who throng the valley at that period. The retail cigar business is reported "satisfactory" for the past few weeks, whereas the only answer the writer could get sometime ago was "punk."

The Miami Valley leaf district cannot send out as favorable a report as is desirable at this time. It is no use to congratulate yourself on something of which you are not possessed. It is true that the acreage was short in the first place, and it is also true that the plants got a poor start because of unfavorable weather. Also, there was a great number of plants that succumbed to the severe drought, despite the fact that since that time the valley has been favored with periodic showers. Some estimate the leaf crop at 60 per cent. and others have it as low as 50 per cent.

The Burley district of Kentucky has received some good showers during the past few weeks that helped the crop materially. Up to the time of the rain, scant hope was entertained for much of a Burley crop, and right now it is thought that the good rains they have received will not improve the crop by more than 10 per cent.

It is an interesting study to note how the cigar buyer makes his purchases at the present. Webb Hill, general manager of the cigar and tobacco business of J. S. Hill & Company, which besides doing a jobbing business, has three retail stores in Cincinnati, including a stand in the lobby of the Hotel Gibson, has been making a careful study of the "trade trend" for the past few weeks. He says that boxes with 10-cent standard cigars were cleaned out before those with higher priced goods were fairly broken into. Men who formerly smoked a 20-cent cigar are now picking a 15-cent brand, while the 15-cent indulger is down to two for a quarter, and the two-for-a-quarter disciple is now cleaning out the 10-cent box. These purchases are made mainly by men who are traveling. The loss of the patronage of the man who is unemployed is felt hugely. This man is smoking but very few cigars now, and the chances are that he is smoking a pipe. It is predicted that the retail cigar business will be vastly improved in the fall. There is a small amount of stocks and the receivery of the industry calls for it. Restocking is bound to go forward with a rush.

The Louis Heitman Company recently filed a petition in bankruptcy, with secured claims amounting to $55,000. This company was indebted to some sixty-four creditors whose claims were not secured. These were in addition to the $55,000 and exceeded that amount many times over.

FEDERAL RESERVE BANK TOBACCO REPORT

THE following article is taken from the August number of *Business and Financial Conditions,* the monthly magazine of the Third Federal Reserve District, issued by the Federal Reserve Bank of Philadelphia:

"The cigar industry has recently experienced a general improvement. The demand for cigars is increasing slowly, and sales are of larger size and occur more frequently. Collections on cigar stamps sold in Lancaster during June were greater than in May, but were smaller than in June of last year; and these figures are representative of the general situation. Although business has improved, the demand is still spotty and is not up to last year's standard, which, it must be remembered, was a high one.

The ten cent sizes are still the best sellers, according to manufacturers who make cigars that retail at many prices. To be sure, some higher priced cigars are selling well, but these are exceptions. From the industrial sections of the district there is a demand for cheap cigars. In the central section of Philadelphia the medium priced products sell best, and the new five-cent brands are not very popular. On standard cigars considerable price cutting is being done by retailers.

Operations have been increased in many factories. Some, which were running only part of the time, are now working capacity. Production is being regulated by sales, so that stocks will not accumulate in the factories, and as retailers' and distributors' stocks are at present rather low, any change in demand is felt directly by the manufacturers. Distributors are being advised to buy only to supply immediate needs in order to avoid the chance of their dumping cigars on the market at cut prices, should a decrease in demand come and leave them with large stocks.

Skilled workers are easy to secure. Although wages have been reduced in the cigar trade, no further cuts have been made recently. More emphasis is placed on quality of workmanship, and therefore better cigars are being produced now than when production was large and labor hard to secure.

Collections in the cigar trade are good.

The Sumatra sales were the dominant factors in the leaf market during the last month. High prices ruled during the first four inscriptions, and American purchases were smaller than usual. These expensive purchases of the new crop stimulated interest in old Sumatra in commerce, and some sales were made at good prices.

The Lancaster County 1920 crop is in the hands of the packers, who have made some sales at prices ranging around twenty-eight cents. The condition of the packings is still uncertain and manufacturers are not buying in large quantities. The 1921 crop was retarded by the June drought, but has been aided by recent rains. A few crops were damaged by storms and had to be replanted, and some growers held back planting until after the dry spell. Because of these things the crop is not very far advanced for this season of the year."

Determan and Company, importers and exporters of tobacco, have removed from 175 Front Street, New York, to 132 Front Street.

Missis Hecker's Party.

DEER Jim. Hows bizness in Pinkvill ennyway Jim? Is your boss one of theze fellers that goes around croking like a tode whenever he has a poor week, and not trying to do ennything becaws bizness is bad? Or is he like my boss and never trys enny of that alibi stuf and when there aint much doing just gets bizzy and starts sumthing?

Thats one thing Ile say getting marrid to Dazie—I mean Missis Hecker has dun for our boss. He used to be a regguler Gloomy Gus when weed hav a bad week and heed go around saying bizness was rotten and it was hard times and dam the administrashon and all such mush. And now he thinks every day is a good day. If bizness aint good today he says its pretty good considering the weather, or if there aint much bizness heel say its giving us a chance to get cawt up with a lot of work like cleening up, and that it givs him time to get out sum new advertizing dope.

If thats what getting marrid does for a bizness man then theyd all awt to get marrid and forget where they got that ideea that everybody has stopt living and erning munny and spending it. Everybody I kno is living more or less and erning munny at it and you needent tell me that fokes thats erning munny cant be got to spend it. I notis nobody has to urj me much to spend my munny. Ime that way most of the time. I spoze its all how you look at it. Pa alwys says munnys made body has to urj me much to spend my muny made round so it'll roll and ma says its made flat so it'll pile up. I take after em both.

Weer all pretty strong for Missis Hecker lately. She was all rite before she got the halter around the Bosses neck but I gess sheez more poppilar now. Mebby its becaws she giv us a party the other nite. She cum down to the store and told us she wanted us all to cum to their hous in the evening and we went. Persy and Chick and all and a feller weev got called Polo. I dont kno what his reel name is but he aint a polock ennyway. Heez a feller the boss got that was in the war and was a kernel or sumthing. He aint enny kernel in our place tho Jim. Heez just a porter and he does whatever heez told to do.

What I was going to say was that that party was good thing. For about a week weed all bin crabbing in the store and everything was going rong. Chick started it and Persy alwys helps along ennything that awt to be stoppt and this kernel Polo kind of fell in and they kept the rest all stirred up.

But that party fixt everything. We begun to feel better before we got to the bosses hous becaws we all went in a bunch after we got thru in the store and Polo made a sqwad of us and off we marcht.

The eets was ok and there was sum janes cum in that was frends of the bosses wife and they was ok too and then sum, Ile tell the world. There was one littel flapper that I pickt out in a minnit. Her name was Sally Rader and she got mad becaws I called her Sallyratus but she diddent stay mad. Ime that way Jim. The girls cant stay mad at me.

I was going to tell you about a speech the Missis made. After we dun et our eets we sed "Speech, speech," so she got up and made this one.

"Boys that wedding prezzent you giv me was a peechereno—not meening ennything speshul by menshoning Reno—and we think more of it than ennything else we got. We thank you for it. And wile Ime thanking you I want to thank you for the good work youre doing down there to the store. Mebby you dont figger youre working for me, but I do becaws buleev me, Ime going to be the one that spends most of the munny that store makes." I awt to put in laffter there Jim like they do in speeches in the newspaper. Then she sed, "I think its all rong that a lot of bizness men's wives dont care a darn about the fellers that works in their husbands bizness and help him make munny. I bin on your end of the deel and I kno when weer working for sumbody and making munny for em, we like to hav em sho us they kno weer alive. Well Ime your frend and I want to see you all good frends of me and of one another and if the boss dont treet you rite enny time, you tell me. I can take care of him. This issent the only time Ime going to invite you eether."

Well we all danst and I and Sallyratus got on fine together. Sheez sum danser Jim, Ile tell the world, and lissen! Sheez going to be the bosses new stenografer. It looks now Jim Ide be the next one to be getting marrid.

Well that party got us all feeling all rite and plugging for the boss and for the bizness and for the bosses wife, and if we dont make more munny for her to spend it'll be funny. I gess its pretty good bizness for a boss to get a wife the fellers in the store likes.

The boss has fixt up a new skeem for us Jim. Its a libry. What dyou think of that, a libry in a cigar store! Well it wood be a pretty good thing if your boss wood fix up one for you. Ile tell you whats in this libry. Its a shelf in the offis and theres books about

(Continued on Page 18.)

(*Continued from Page 17*)

sailsmunship and about tobacco and about bizness and advertizing and window trimming and all kinds of stuf. And theres cigar maggazeens and littel books and folders that tell about new things like we sell, its a bizness libry.

So if a feller can read, he can find out about ennything he needs to kno, and the boss says if a fellers wize he aint going to wait til he needs to kno sumthing to lern about it. Heel lern it first and then it'll be alreddy in his hed when he wants it. Sum of us is studdying theez libry books and sum issent. That there Polo, heez a pretty fresh guy, but he eets up libry books rite along. When he goes to lunch he takes one along and I see him sitting there in the restarawnt with a book proppt up in frunt of him eeting and reeding too. And theres Chick and you coodent get him to look in a book on a bet. "I kno all I want to kno about the cigar bizness," Chick says, "so what I want to reed about it in a book for?" I sed mebby he cood lern better ways to do things and he sed he gest his way was gooa enuf. I told him he was one of theez guys that think the way ennything alwys has bin dun was a good enuf way to keep on doing it and it was a wunder he wassent using a taller candel to see by insted of electrick lite if the old way was good enuf for him. He diddent hav much to say about that but I notis heez alwys reddy to do ennything in a new way sumbody shoze him is eezier.

Say Jim you awt to see that Sallyratus girl. Sum chicking! Sheez cumming heer to work tomorro. He bet sheez glad she met me so sheel hav a frend in our place when she cums.

Yours til the cows cum home Bill.

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LEAF TOBACCO HELD BY MANUFACTURERS AND DEALERS

The Department of Commerce, Bureau of the Census, makes the following report of leaf tobacco held by manufacturers and dealers:

Leaf tobacco on hand July 1, 1921, includes 1,256,669,857 pounds, for which the "marked weight" was reported (*i.e.*, weight at time it was packed or baled), and 415,347,312 pounds for which the "actual weight" was reported. The corresponding amounts included for 1920, were 1,013,455,261 and 439,506,763 pounds, respectively; for April 1, 1921, 1,372,241,606 and 446,539,662 pounds, respectively, and for January 1, 1921, 1,083,419,188 and 363,495,281 pounds, respectively. Allowance should be made for shrinkage on the amounts for which "marked weight" was reported, in order to ascertain the actual weight. The total for July 1, 1921, includes 1,496,659,336 pounds of unstemmed and 175,357,833 pounds of stemmed leaf tobacco.

CIGARETTES PREFERRED IN WHITE HOUSE

Callers at the White House in Washington during the regime of the new President of the United States will notice one difference, at any rate, between Harding and his predecessors during the last nineteen years. President Harding enjoys smoking cigarettes, and the *Baltimore-American* comments favorably on the significance of this approval of smoking—"as indulged in by a most genial, gracious and companionable personality." It is another proof that in these strenuous days the cigarette is a valuble aid to "men at the top."—*Canadian Journal of Medicine and Science.*

ADOLPH D. BENDHEIM DEAD

Adolph D. Bendheim died in New York on August 3, aged seventy-two years. Mr. Bendheim was president of the Metropolitan Tobacco Company. He came to this country from Darnstadt, Germany, and in the course of events became a partner in Bendheim Brothers & Co., succeeding Wise & Bendheim. In 1899 Mr. Bendheim organized the Metropolitan Tobacco Company. Mr. Bendheim was a leading figure in the jobbing trade.

The Tobacco Merchants' Association sent the following letter of sympathy and condolence:

Aug. 3, 1921.

Arthur M. Eisig, Treasurer,
Metropolitan Tobacco Company,
22 Fourth Avenue, New York City.

Have just learned the sad news of the passing of President A. D. Bendheim, the founder of your company, whom I have had the honor of knowing since boyhood. Permit me to extend to you and your associates as well as to other members of his family my heartfelt sympathy and condolences, in which expression I am sure our entire membership and the trade in general joins with me.

CHARLES DUSHKIND,
Secretary, Tobacco Merchants' Association of the U. S.

NEWS FROM THE PHILIPPINES

Buying power is still great among the people of the Philippines, judging from what is reported of the doings of shoe companies there. The head of one company in Manila is credited for the statement that his factory kept running through the business depression and that his collections last May were the best of any month this year, comparing favorably with business in 1920. His product sells throughout the Islands

It is reported that there is a big demand for tennis shoes and girls' and boys' canvas shoes, owing to the opening of the schools the country over. This trade will continue for ten months.

May was a banner month for the foreign trade of the Philippines, according to a bulletin of the Bureau of Customs, Manila. The exports for the month amounted to $7,936,324 and the imports $7,756,884.50 —a balance of $179,439.50 in favor of the Islands.

Sugar was the most significant factor in this increase of trade. Approximately 30,000,000 kilos of this commodity was shipped to foreign countries during the month.

Out of a recorded population of 8,736,669 in the regularly organized provinces of the Philippines, there were 323,093 births and 180,645 deaths registered during the year 1920. This is considered to be a large margin, considering the adverse conditions which affected infant mortality in the Islands in the last few years.

A branch of the Federal Bureau of Foreign and Domestic Commerce is now in the way of organization in Manila. This is the first of its kind to be established in the Far East by the Federal authorities of the United States. The recognition of Manila as the most logical point of distribution for America's Oriental trade is considered to be the most significant and outstanding feature of this move.

The Factory That Has Always Stood for "Open Shop"

From the time that Val M. Antuono first started to work as an apprentice boy in the factory which he now owns, until the present day, he has always stood steadfastly for the "Open Shop."

He knows from practical experience both as a cigar worker and a manufacturer that such a system works to the advantage of every sincere, conscientious worker—under this system both employer and employee get a square deal and no autocratic "Labor Leader" reaps the harvest of efforts of the workers nor dictates to the manufacturer how he shall conduct his business.

VAL M. ANTUONO'S PRODUCTS

C. H. S. -:- SHANNA

DUKE OF BELCOURT CIGARS

Have demonstrated that "Open Shop" conditions can produce the highest quality products in the world and at the same time give the consumer an assured supply of his favorite "smokes."

VAL M. ANTUONO

TAMPA, FLA.

MADE IN BOND

FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In

CHARLES THE GREAT CIGARS

A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER

SALVADOR RODRIGUEZ

TAMPA NEW YORK HABANA

CLIMAX

PLUG TOBACCO

THE GRAND OLD CHEW

To the Retailer:

The convenient 10¢ vest pocket tin will make many sales for you if kept displayed on your show case- (1 dozen 10¢ Tins in counter display carton)

Climax in the sanitary vest pocket tin is particularly satisfactory to users of Plug Tobacco who do not wish to carry a large cut of tobacco loose in the pocket.

P. LORILLARD COMPANY

Established 1760

Oldest Tobacco Manufacturers in the World

Tax Changes Discussed

THE advisability of increased revenue taxes on tobacco were discussed today at a conference held by President Harding at the White House with Secretary of the Treasury Mellon, Speaker of the House of Representatives Gillett, Representatives Mondell, Republican floor leader; Madden, chairman of the Appriations Committee; Campbell, chairman of the Rules Committee, and Republican members of the Ways and Means Committee.

Nearly two hours were spent in earnest discussion of the form the new revenue bill is to take, the net result being the decision that the new measure will provide approximately $600,000,000 less next year, a reduction of more than $5 for every man, woman and child in the country. This reduction in taxation, it was said following the conference, will be offset by economies in the Government service, especially in the War and Navy Departments. Instead of the five billion dollars raised this year by taxation, the new measure, it was stated, will raise three billion, seventy-five millions.

The excess profits taxes, estimated to yield $450,000,000, will be repealed as of January 1, last, and in its place there will be an increase in the present corporation tax from 10 to 12½ per cent. instead of to 15 per cent. as originally suggested, which will yield an additional $125,000,000. No decision has been arrived at as to the present $2000 exemption, but it is likely it will be retained.

The repeal of the higher surtaxes, leaving the limit 32 per cent. as of January 1, 1921, and a maximum of 25 per cent. on January 1, 1922, also was agreed upon. The transportation taxes will be reduced one-half next January and entirely eliminated on January 1, 1923. This applies to both freight and passenger taxes. These two changes will save the people approximately $220,000,000.

Assurances were given by the President that no tax was contemplated on bank checks, there would be no increase in postage rates, and the suggested Federal automobile license tax would be rejected.

As regards the tobacco taxes, it was stated following the conference that no decision had been made as to this section of the measure, but it was said later by Floor Leader Mondell that it was very likely that there would be no increase in these levies.

It is estimated that an additional $140,000,000 above the previously estimated $60,000,000 can be secured from a salvage of war materials, and that an addition $100,000,000 can be secured through a drive for the payment of back taxes. The new tariff law will add $70,000,000 to the $300,000,000 obtained under the Underwood law. A further saving in taxes will be effected at this time by deferring payments of $100,000 to retire war savings certificates maturing next year and a large amount in the retirement of the Pitman act certificates. These will be taken care of in the floating debt of the Treasury and through three to five-year notes.

BROTHERHOOD CIGAR COMPANY

The Brotherhood Cigar Company, Lima, Ohio, has been incorporated with a capital stock of $10,000 by Lester L. Morton, Orrin Brown, Harold L. Simmons, David A. Brown, W. B. Cotner and Wm. M. Snyder.

Notes and Comments

The Palmer Match Company has been incorporated at Akron, Ohio, by S. H. and W. N. Palmer, with a capital of $6,000,000. S. H. Palmer and W. N. Palmer were formerly officials of the Diamond Match Company.

S. and M. Zinberg have incorporated The House of Comoy, of New York, with a capital of $50,000 to deal in pipes and smokers' articles.

The Department of Agriculture of the Union of South Africa, has sent two more young men to North Carolina State College to study tobacco and cotton culture and production.

Owing to a rapid increase in the sale of its "La Nova" and "Lyco" cigars, the Martin Cigar Company, of Nashville, Tenn., will enlarge its factory at 607 Commerce Street. Officers of the company are: E. C. Martin, president; L. T. Mays, vice-president, and R. C. Reardon, secretary-treasurer.

The Canadian Tobacco crop in 1920, amounted to 48,088,500 pounds, the largest on record in that country, and is estimated at $13,000,000.

Pedro Costa has been appointed United States representative of R. M. Gonzales and Hijos, the largest independent leaf tobacco growers of Porto Rico. His offices are located at 96-98 Water Street, New York City.

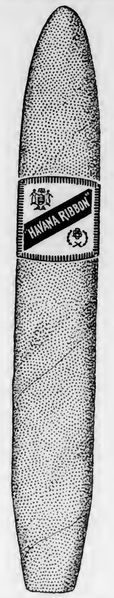
The Englehardt Cigar Company, of Nashville, Tenn., has been incorporated with a capital stock of $50,000 by Thomas Englehardt, J. S. Campbell, E. H. Harnett, James Spurlock and Thomas W. Schalten, Jr.

Arthur Holt, following the closing of the Netter and Company store at 1215 Market Street, Philadelphia, in consequence of the building having been sold, has secured a location at 14 and 16 South Broad Street, for a cigar store. Mr. Holt has had charge of the cigar department of Netter and Company.

A warehouse capable of storing 6000 tobacco hogsheads is being constructed at Owensboro, Kentucky, on the site of the old Green River Distillery, by the Owensboro Wrecking Company. For protection from fire, three fire walls are being built in the interior of the structure, and a fireproof asbestos roof will cover the building.

A plant pathologist from a southern college, is said to have discovered a new disease injuring tobacco in Kentucky. Remembering a recent experience in Florida and Georgia with plant experts, it will be wise not to get excited.

A contract for two warehouses on King Street, Greensboro, N. C., has been let by the Greensboro Tobacco Market, Incorporated.



A TOP-NOTCH PATRONAGE PRODUCER

"Havana Ribbon"

A time-tested cigar that makes friends fast and fast friends. The distinctive display packages are real winners.

BAYUK BROS., INC.

Originators of the

BAYUK INIMITABLE BLEND and BAYUK INCOMPARABLE BRANDS

Philadelphia

La Flor de Portuondo

Established 1869

GENUINE

Juan F. Portuondo

Cuban Hand-Made CIGARS

The Juan F. Portuondo Cigar Mfg. Co.

PHILADELPHIA

ANOTHER INVESTIGATION

THE Senate today adopted a resolution introduced by Senator Smith, of South Carolina, providing for an investigation by the Federal Trade Commission of the tobacco industry, the text of which is as follows:

"RESOLVED, That the Federal Trade Commission sion be and is hereby directed to investigate the tobacco situation in the United States as to the domestic and export trade, with particular reference as to market prices of producers for tobacco and the market price for manufactured tobacco and the price of leaf tobacco exported and report to the Senate as soon as possible the result of such investigation,"

In support of this resolution, the Senator's office points out that it has received a great many complaints from producers as to prices. They claim that the price of the leaf is very low and that the prices of the finished product is out of proportion. These men have asked the Senator to ascertain the cause for this wide difference which they claim exists, on the theory that someone is making money at their expense.

Just what action the Senator will take further in the matter will depend upon the nature of the information prepared by the Federal Trade Commission. It is expected, however, that their report will be printed and made public. The actual investigation will take considerable time and it may be months before it is completed and the report sent to the Senate.

ENTERPRISE

There is nothing like enterprise. It is a splendid way of making money and, what is not quite so encouraging, all excellent means of losing it. Tobacco manufacturing enterprise contributes frequent examples of how to succeed and how to fail. Nor can it be denied that the conditions pertaining to recent years have been a great trial to all industries. The stress has disrupted a great part of the national manufacturing and selling organizations in all lines of commerce. It would have been a miracle if the tobacco making business had escaped and it has not. Last month's issue of *Tobacco* contained the report of Albert Baker & Company's meeting, at which it was reported that their tobacco factory had been closed. It was an "absolutely hopeless proposition to continue to carry it on."

That is one substantial fact for those to ruminate who would start manufacture in present conditions, although some features of the situation would make the time propitious. The recrudescence of the golden time in the tobacco trade was short and brilliant. Money which was made with ease a few years ago, however, has to be fought for nowadays. This shows that the co-operative Wholesale Society of the Newcastle Division were wise on July 2d when they rejected a proposition to establish a tobacco factory in the North. Our readers are not too partial to the co-operative societies, which unfairly compete with retail tobacconists, and if they had started a factory and burnt their fingers tobacconists would not perhaps have been the most sympathetic of commentators.—London *Tobacco*.

FINANCING TOBACCO EXPORTS

In summarizing its activities since its resumption last winter, the War Finance Corporation shows in its statement a total volume of business of $63,471,700. Of this amount $1,848,000 advances have been made for the financing of export of 7000 hogsheads of tobacco. Another proposal covering 18,000 hogsheads involving $6,500,000 is pending.

MARKET IN DUTCH EAST INDIES FOR TOBACCO SPRAYING OUTFITS

Experiments are being conducted in Sumatra leading to the eradication of insect pests injurious to tobacco plants, both in the seed beds and in the field. Native methods and spraying devices of other countries have been tried and found unsatisfactory, and therefore catalogues and specifications of the various types and sizes of modern spraying machinery are now desired from the United States, writes Consul C. O. Spamer. The price of each outfit should be stated. Quotations should be c. i. f. Belawan (port of Medan) if possible, and be given in lots of 100. After a thorough study of the merits of each machine the manufacturers will be asked to send samples for actual demonstration upon the tobacco estates. Hand sprayers of 15 to 20 liters capacity are first desired for use upon seed beds. If these prove satisfactory, orders will be placed for machines for field use. The latter should have a capacity of 20 to 50 liters. The ultimate purchases of the seed-bed spraying device, which meets the requirements of the experiment station, will be about 1000 outfits. The number of larger machines ordered will depend upon the success of the smaller machines. Shipping and packing instructions, terms of payment, etc., will be arranged after a satisfactory machine has been selected. All communications may be in the English language. The address to which catalogues may be sent is available upon request to the Far Eastern Division.

CUBANS ARE GREAT SMOKERS

The Tobacco Trade Review of London says that Senor Don Jose Rodriguez, one of the most prominent men in Cuba, has lately been on a visit to London, and has given some interesting facts about tobacco growing and cigar production in the island. Speaking of the peculiarities of tobacco plantations he said: "You may have a beautiful tobacco on one side of the road, while on the other side it cannot be grown. I know one small valley where they grow the leaf of a cigar smoked by millionaires in all the countries where millionaires are. For fifty years they have been trying to grow that leaf in other valleys, but it cannot be done. The Cubans themselves smoke more cigars than they sell to the rest of the world. Nobody smokes a pipe in Cuba. They smoke each year, those 3,000,000 people, 450,000,000 cigars. In 1912 England got more cigars from Cuba than any other country. The figures were: England, 66,000,000; United States, 58,000,000; Germany, 16,000,000; France, 8,000,000."

GROMMES & ELSON BUY WEST TAMPA FACTORY

It is currenty reported in New York that Grommes & Elson, of Chicago, have secured the plant in West Tampa, of the former Ehrlich Manufacturing Company, in West Tampa, as a future factor in the production of the "Robert Bacon" cigars, formerly made in New Orleans. The factory in New Orleans will continue also in operation.

Some Provider

"Is your husband much of a provider, Milandy?"

"He jes' ain't nothin' else, ma'am. He gwine to git some new furniture providin' he gits de money; he gwine to git de money providin' he go to work; he go to work providin' de job suits him. I never see such a providin' man in all mah days."

Leaf Market Jottings

IN Lancaster County, the weather for the growing of tobacco has been favorable. Considerable topping has been done, and according to the *Lancaster Examiner*, taken as a whole the crop is as far advanced as it usually is at this time of the season, except in a few sections where it received an unusual setback from the drought, and even there, given favorable conditions for the balance of the month, it still has ample time to result in a good crop.

The growers are pretty sore about the good prices the packers have been getting for the 1920 crop and it is predicted that the 1921 crop will be harder to buy. Packers are reported to have refused twenty-eight cents and to have received a higher figure. Owing to the hold back of the big buyers, there was a general slump and some very good crops sold as low as fifteen and seventeen cents.

If the 1920 crop is sold out before the 1921 crop comes into the market, buyers may look for a stubborn resistance against low prices. Modifying this outlook is the question of quality, and some of the Lancaster crop looks to be very good, but taking all factors into consideration, the farmers, who are perpetual grumblers seem to have some grounds for discontent.

New Holland reports the tobacco fields good and promising in some spots and backward and slow in others, according to the amount of the June and July rains.

From New Holland to Strasburg the promise is for big yields and the Welsh Mountain valleys show up better than for years.

In Wisconsin, the Edgerton correspodent says that the buying movement is at a practical standstill. The packers are looking over their 1920 cased product, and are finding that it pulled through the sweat in as good shape as they expected. The July first estimate of acreage and weight of the 1921 Wisconsin as reported by the government is plenty high enough, though August may shoot the weight beyond the 50,000,000 pound mark, if conditions become especially favorable.

The tobacco worms have caused considerable extra work in a great many fields, but the growers have in most cases succeeded in averting extensive damage by spraying and picking.

The early tobacco already topped, as well as the fields ready for topping have been making good progress, and may produce a leafier crop than has been anticipated, but taken all in all the harvest is likely to be strung out considerably due to the unevenness of maturity of the leaf.

In line with its plans for drawing up Federal grades for tobacco, the Bureau of Markets and Crop Estimates of the United States Department of Agriculture has reached an agreement with the State of Wisconsin providing for the employment of an investigator who will study locally-grown tobacco with a view to its standardization. Similar agreements were recently made with the States of Kentucky, North Carolina and Pennsylvania, where the work is now going ahead satisfactorily.

(*Continued on Page 24*)

Cigar Boxes of Quality

Must be made from

Spanish Cedar

Emery

Cigar Box Lumber IS Spanish Cedar of QUALITY

Emery Standard and Uniform Grades Save Waste and Increase Production

The Geo. D. Emery Co.

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Fine Spanish Cedar Logs and Manufacturers of Highest Grade Cedar Cigar Box Lumber and Veneers

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HAVANA CIGARS
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FOR GENTLEMEN OF GOOD TASTE

The National Choice For a Quarter of a Century
NOW BANDED
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MAKERS
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MAKERS
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"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION
OF OUR PATENT AIR-PROOF POUCH
GRAVELY PLUG TOBACCO
MADE STRICTLY FOR ITS CHEWING QUALITY
WOULD NOT KEEP FRESH IN THIS SECTION.
NOW THE PATENT POUCH KEEPS IT
FRESH AND CLEAN AND GOOD.
A LITTLE CHEW OF GRAVELY IS ENOUGH
AND LASTS LONGER THAN A BIG CHEW
OF ORDINARY PLUG.
P.B. Gravely Tobacco Co. Dumfries, Va.
ESTABLISHED 1861
DEPT. A

(*Continued from Page 23*)

The openings of the South Carolina and some of North Carolina markets, might be considered in the nature of a series of tragic wrecks, if it were not for the fact that much of the offerings were very trashy, and buyers refuse to take that kind of stuff at any price. The good leaf that will come will be very acceptable.

The Lake City, S. C., market sold 1,232,553 pounds of tobacco at an average of 9.05, and prices have been advancing to 12.77 and 13.05. Rocky Mount offerings were largely first primings selling from 2 to 20 cents and averaging less than 8 cents. Sales were stopped at several floors. Manning sold lugs and lower grades from 2 to 28 cents.

The correspondent of one of the tobacco papers says in this connection: "It is true that some of the markets made very low averages and perhaps as low as five cents, but on these markets there was nothing offered except some bottom leaves which we call primings and which were very poor. Will also state that the market opened up higher than both the leaf dealers and farmers expected, with the exception of two or three small markets where we understand sold very low around a five-cent average and from what we understand there were very few buyers on these markets."

However that may be, the *Western Tobacco Journal* summing up the situation says that reports on the opening sales of the 1921 season from markets in Southeastern North Carolina, South Carolina and Georgia state that prices were more than 50 per cent. under the averages of the opening day last year. Price averages ranged from $5 to $12 per hundred, while last year the average was from $20 to $25 and over. The preceding year tobacco sold at an average of from $35 to $45 per hundred pounds.

It must not be forgotten that the 1921 growing season in the district was disastrous, and also that buyers have plenty of tobacco to carry them on to another season if necessary. Anyway they do not want trash.

No advices have been received from Kentucky since the first of the month, when the situation was decidedly bad; and even if rains came, it will be some few weeks before it can be ascertained whether they have saved the crop to any extent. Around the Central region the crop has stood up well, but a Lexington item says that rain has either come in the form of a terrific storm, accompanied by high winds and lightning, causing severe damage to crops and farm buildings, or else in such small quantities that the sun dried it up in a few hours.

Nature has been grinning at the farmer, not alone in Kentucky.

Unless conditions have changed, the failure of the Kentucky crop this year will be partial in some sections, and complete in others.

Official quotations of the Louisville Leaf Tobacco Exchange are as follows: 1920 Dark Red. Trash, $4 to $7; Lugs, common, $7 and $9; medium, $10 and $14; good, $14 and $16. Leaf, common short, $8 and $10; common, $12 and $15; medium, $17 and $22; good, $25 and $30; fine and selections, $40 and $45.

1920. Bright Red. Trash, $5 to $9; Lugs, common $11 and $14; medium, $14 and $17; good, $18 and $20.

(*Continued on Page 25*)

(*Continued from Page 24*)

Leaf, common short, $14 and $16; common, $16 and $22; medium, $22 and $25; good, $35 and $40; fine and selections, $55 and $60.

1920. Colory. Trash, $6 to $11. Lugs, common, $12 and $14; medium, $15 and $18; good, $18 and $22. Leaf, common short, $17 and $20; common, $20 and $24; medium, $25 and $35; good, $40 and $45; fine and selections, $60 and $65.

1920. Dark Crop. Trash, $4 and $5. Lugs, $5 to $7. Leaf, common short, $7 and $9; common, $9 and $11; medium, $12 and $16; good, $18 and $20; fine, $22 and $25.

The Connecticut tobacco growers, devoutly or otherwise, are wishing their crop was in the houses and out of the weather. There have been lately several wind and also hail storms that have done some damage, but in comparison with the bulk of the crop, they seem to be inconsiderable.

The reports of hail storms vary in the size of the hail from a pigeon's egg to a hen's egg, it remains for some newspaper to ring in a goose egg, and the damage from partial loss to complete. A writer says: "As a national consequence, the prices of 1920 broad leaf, will undoubtedly be very much higher." Whatever broad leaf had hail insurance, no doubt went up in more ways than one.

When the returns are all in, we believe that while a few growers have met with misfortune, the large majority will have bumper crops to sell at good prices.

Vice-president F. B. Griffin of American Sumatra Tobacco Company, reports from Connecticut that the company's property was not damaged by the recent storm.

GOVERNMENT TOBACCO CROP NOTES

The August report of the Agricultural Department is as follows:

Georgia: Crop short, quality good. Sales in progress in south Georgia warehouses.

Indiana: Materially helped by rain of July 18. Growth uneven.

Kentucky: Growth hindered by drouth. Generally clean and well cultivated.

Louisiana: Condition excellent in the Perique section.

North Carolina: Developing too rapidly after a stunted growth. Early marketings selling at one to ten cents per pound.

Pennsylvania: Growing rapidly but yield somewhat less than last year.

Tennessee: Making rapid growth the last few days where moisture was sufficient.

Virginia: Condition improved; growth backward.

West Virginia: Condition generally fair on reduced acreage; some poor stands.

NEW FACTORY FOR LORILLARD COMPANY

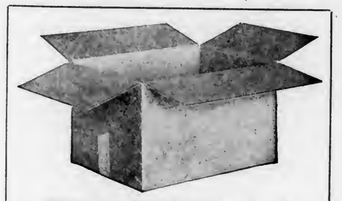
P. Lorillard Company, will erect a new factory, to occupy the block fronting on the east side of Avenue A, between Seventy-first and Seventy-second Streets, extending back 200 feet on each street. The building will be four stories high and will house 2000 employes. It will be one of the largest concrete factory buildings on Manhattan Island.

Scharff-Koken Mfg. Co.
ST. LOUIS, MO.

IF YOU WANT TO SAVE TIME and MONEY
USE
Corrugated Fibre Shipping Cases

Endorsed by Manufacturers and Jobbers who have learned that "A Dollar Saved is a Dollar Made"

CORRUGATED BOXES REACH YOU IN FLAT BUNDLES, LIKE THIS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More quickly packed, require less space, and are cheaper than wood.

Sealed to meet all regulations, and reduce to a minimum breakage and pilfering claims.

Guaranteed to meet all requirements of Express, Parcel Post and Freight.

Reduce *your* shipping expense. Our prices have already declined heavily, and it will pay you to investigate.

Save money by writing us today, stating method of transportation used, weight of contents, and dimensions.

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ST. LOUIS, MO.

Tobacco Merchants' Association Registration Bureau,

5 Beekman Street
NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made fo every ten (10) additional titles necessarily reported.
made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

CASH AND CARRY:—42,206. For all tobacco products. July 20, 1921. Samuel Schuchat, Baltimore, Md.

GARCIA BLANCHE:—42,207. For cigars. July 19, 1921. M. Reisberg, New York City.

SAN ARMO:—42,208. For cigars. July 21, 1921. Pasbach-Voice Litho. Co., Brooklyn, N. Y. The trade-mark though apparently not heretofore registered by any of our affiliated bureaus, is claimed to have been used by P. Lorillard Co., New York City, and title thereto is claimed to have been acquired by the registrant by a transfer.

LA NORITA:—42,209. For cigars. July 21, 1921. Pasbach-Voice Litho. Co., Brooklyn, N. Y. The trade-mark though apparently not heretofore registered by any of our affiliated bureaus is claimed to have been used by P. Lorillard Co., New York City, and title therto is claimed to have been acquired by the registrant by a transfer.

STUYVESANT CLUB:—42,210. For cigars. July 21, 1921. Pasbach-Voice Litho. Co., Brooklyn, N. Y. The trade-mark though apparently not heretofore registered by any of our affiliated bureaus is claimed to have been used by P. Lorillard Co., New York City, and title thereto is claimed to have been acquired by the registrant by a transfer.

THE FLIRT:—42,211. For cigars. April 12, 1921. American Box Supply Co., Detroit, Mich. The trade-mark though apparently not heretofore registered by any of our affiliated bureaus is claimed to have been used by P. Lorillard Co., New York City, and title thereto is claimed to have been acquired by the registrant through mesne transfers.

ANGLICAN UNION FOREVER:—42,212. For cigars. June 17, 1921. John H. Eaton, Philadelphia, Pa.

LIBERTY HEIGHTS:—42,214. For cigars. July 20, 1921. A. Flax, Baltimore, Md.

FAIR MAC:—42,215. For all tobacco products. June 23, 1921. F. M. Howell & Co., Elmira, N. Y.

BOLEYN:—42,216. For all tobacco products. June 22, 1921. F. M. Howell & Co., Elmira, N. Y.

AGINCOURT:—42,217. For all tobacco products. June 22, 1921. F. M. Howell & Co., Elmira, N. Y.

RALPH DUCHIE:—42,218. For cigars. July 28, 1921. Jose Aguilo, New York City.

ITSA:—42,220. For cigars, cigarettes and tobacco. June 16, 1921. F. M. Howell & Co., Elmira, N. Y.

TRANSFERS

NATURES BEAUTY:—33,479 (Tobacco Leaf). For cigars and stogies. Registered May 31, 1907, by Abe Cohen, Pittsburgh, Pa. Transferred to Eli Appelman, Brooklyn, N. Y., August 5, 1921.

KING PIN (Trade-Mark Record). For cigars. Registered December 22, 1886, by S. G. Condit, New York City. Transferred to Gradiaz, Annis & Co., New York City, April 21, 1917.

FLOR DE BARRA:—25,837 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered April 16, 1913, by Heywood, Strasser & Voigt, New York City. Transferred to V. Gonzales Cigar Mfg. Co., Rochester, Pa., August 1, 1921.

LORD JUSTICE:—29,384 (Tobacco Journal), and **28,335** (Tobacco Leaf). For cigars, cigarettes, cheroots and tobacco. Registered September 27, 1904, by American Litho. Co., New York City. By various transfers acquired by American Box Supply Co., and retransferred to J. F. Lockner, Rochester, N. Y., June 28, 1921.

DANIEL PEED DEAD

Daniel Peed died at Paris, Ky. on July 25, aged fifty-seven years. Mr. Peed was manager of the Independent Tobacco Warehouse Company, and was one of the best known leaf tobacco dealers in the State of Kentucky. He had been engaged in the wholesale tobacco business in Paris, for twenty-five years, and was a director in the Farmers and Traders Bank.

At a recent meeting of the creditors of Walter E. Olson and Company, held at the office of the referee it was decided to postpone action until October 4.

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Cigarettes
They'll hit you right—
Because our aim has been to make them with all of the famous Burley Blend, and seasoned with Chocolate
FRAGRANT—DELICIOUS
Life
CIGARETTES
EXCLUSIVE PROCESS
.... UNION MADE ....
Patterson Bros. Tobacco Co., Tr.
RICHMOND, VIRGINIA
IF YOUR DEALER DOES NOT HANDLE THEM, WRITE US

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
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The Tobacco World
Established 1881

VOLUME 41 AUGUST 15, 1921 No. 16

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
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VOLUME 41 NO. 17

The TOBACCO WORLD

SEPTEMBER 1, 1921

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BOXES, BUNDLES and TIN CANS

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For 50 Cigars, - $7.50

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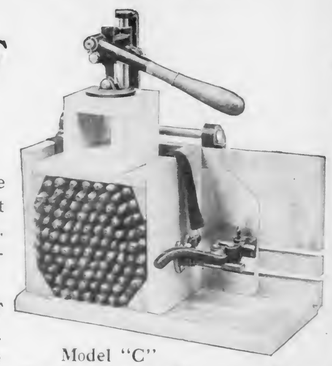
CUT DOWN YOUR PACKING COST by banding cigars before boxing them. They will lay in the box with bands face up just as you lay them in these packing presses. THIS ELIMINATES DOUBLE HANDLING.



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"B-1" for 50 Cigars, - $10.00
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is a recent addition to our line. Made to pack 50 cigars in *any size* round tin or glass jar. Will not split or break the wrapper.

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Who is America's biggest User of high-grade Havana Tobacco?
The facts may surprise you
THE fragrant filler of your Robt. Burns Cigar is *entirely* of high-grade Havana—and it costs as much per pound as any filler tobacco which Cuba grows. The moderate prices of Robt. Burns are due to the fact that the duty on imported *leaf* is lower than the duty on imported *cigars*.
And here is a fact which may surprise you still more: More of this fine, high-grade Havana-filler leaf is used in the production of Robt. Burns Cigar than for any other cigar made in America!
How, then, does it happen that the bouquet of Robt. Burns is so enjoyably mild?
Through a special process of curing, the full Havana filler of Robt. Burns is toned down by *natural* methods to avoid undue strength.
For full yet mild aroma there is no substitute for a Robt. Burns Cigar. If you want a fine Havana-filled cigar, individual both in quality and value, try Robt. Burns.
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PERFECTO: 2 *for* 25c INVINCIBLE: 15c *straight*
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Volume 41

THE TOBACCO WORLD

Number 17

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, SEPTEMBER 1, 1921 Foreign $3.50

EDITORIAL COMMENT

IT SEEMS to be fairly well established that merchandise which is displayed sells better than something under the counter or on the shelf. Consequently when all efforts are focused upon increased sales, the proper display of the merchandise becomes a vital factor.

As we view the declining cigar production we wonder if the cigar manufacturer has done his utmost to assist the retailer in moving his merchandise.

We will admit that if the consumers of the product of industry are not prosperous, this condition will be reflected in the business of the industry itself.

Unemployment has operated to hold down cigar sales on the one hand, and a necessary high price level has also been a discouraging factor.

Despite these things, however, the manufacturers we believe have, to some extent, helped to reduce sales.

As we said before the importance of proper display can not be over-estimated, and this is just as important a consideration to the cigar dealer as it is to the department store owner.

During most of 1920 cigar sales moved along rapidly but this year it has required every possible effort on the part of the retailer to make his volume of sales profitable.

The retailer will point out that cigars well displayed sell well, and are the means of attracting new customers.

A handsome label, a well-trimmed box, and a carefully selected top of cigars, cannot be beaten as a silent salesman for a brand.

For the sake of let us say sixty cents per thousand cigars, more than one manufacturer has continued to increase his packings in tin, pasteboard boxes and containers other than wood. Most, if not all of these conceal the cigar from the customer. The tremendous advantage of display is lost. The customer, if he is particular, fingers the heads of possibly half a dozen cigars in pulling them out to make a selection of one or two. In the wooden box the whole length of the cigar is displayed and there is no need to handle them until a choice is made.

We venture the opinion that for the sake of sixty cents, more than one manufacturer has lost many a sale of sixty dollars.

The more you conceal your product from the cussumer, the less of your product is going to be sold.

We want to see continued improvement in the sales of cigars, and we believe we have hit upon one factor that has operated against it. The retailer may accept substitute containers without protest but when you hide your product in cans and cardboard packages you are losing a lot of grand advertising, to say nothing of the opportunity to create new customers through the proper display of your goods.

WE WATCH with a great amount of interest and pleasure the continued growth of the manufacturers of facilitating devices for the cigar manufacturing industry. It has been a sort of hobby with us, and for a number of years we have continually extolled the merits of the use of machinery in manufacturing cigars.

At this particular time it has more than an ordinary significance for the tendency is, and must continue to be, toward mechanical devices.

We remarked to one of the country's best known leaf authorities recently that there was considerable doubt in the minds of the jobber and retailer as to whether the cigar manufacturer had not been standing in his own light by not immediately absorbing losses when public clamor was at its height for lower prices.

His reply was that if the cigar manufacturing industry generally had been compelled to absorb losses at that time, many a firm would have been driven out of business. He stated that the investments generally in raw materials were exceedingly heavy and the prices paid were very high. He expressed the opinion that improvement was to be noted and that the cigar industry was rapidly getting on a solid footing.

He pointed out, on the other hand, that the tariff will more than offset any savings in the prices of imported leaf and he seemed to think that this situation would make further reductions in the prices of cigar using imported filler and wrappers, out of the question for some time.

If this is the situation, then the savings afforded

by machinery are of great importance, be they great or small. There are so many devices on the market today, with more to come, that there is no excuse for the manufacturer who claims that his prices are due to the fact that his product is "strictly hand-made."

We seriously doubt if the public knows, or cares, how the cigar is made, so long as the aroma and bouquet is unchanged and the cigar smokes freely. We know of but one concern with the courage to advertise their cigars as produced by mechanical devices, and this firm has been favored with continually increasing orders. There are a large number of concerns using the same methods and their brands show no decline in demand, but the general public has not been informed as to their method of production as yet.

These facts are cited merely to show that if the proper equipment is installed and the quality of the cigar maintained, there is nothing to be feared in the way of loss of business due to the use of machinery.

On another page we print a part of a letter recently sent out by President George C. Sherman, of the Universal Tobacco Machine Company. We believe the facts set forth in his communication are well worth the perusal of every cigar manufacturer in the country.

The time is at hand when to operate profitably every possible economy must be called into use, and the greatest of economies is the installation and operation of mechanical facilitating devices.

LIBERMAN REPRESENTATIVE LEAVES FOR SOUTH

H. L. Bush, factory representative, and William Reinhardt, factory superintendent, of the Liberman Manufacturing Company, of this city, sailed on the Merchant and Miners Transportation Company steamer "Essex" on the 30th enroute to Savannah and Jacksonville. While in the South they will devote their time to extending the use of the various mechanical facilitating devices for cigar manufacturers, produced by the Liberman Company.

STATEMENT OF THE GENERAL CIGAR COMPANY

The statement of earnings of the General Cigar Company for the six months ending June 30, 1921, shows gross earnings of $3,478,898.03. From this amount is deducted for selling, administrative and general expense including provision for 1921 taxes, the sum of $2,911,313.36, leaving a balance of $567,584.67. To this amount is added miscellaneous profits, interests received, etc., $678,999.96, making a total of $1,246,584.63. From this amount deducting interest on loans, $209,943.90 gives total net earnings of $1,036,640.73.

The company paid dividends of $175,000, 7 per cent. per annum on $5,000,000 of preferred stock; $151,228, about 7 per cent. per annum on $4,620,800 debenture preferred stock and $543,120 on $18,104,000 of common stock, or 6 per cent. per annum. A total in dividends of $869,348.

The balance sheet shows gross assets of $43,762,696.84 and a surplus fund of $7,871,667.54.

BRAZILI-PALESTINE TOBACCO COMPANY

The Brazili-Palestine Tobacco Company has been incorporated in New York with a capital of $20,000 by I. Harris, A. Harris and B. Brazili-Eisenstadt, at 291 Broadway, New York City.

"PALL MALL" CIGARETTE CASE A WINNER

Someone in the American Tobacco Company sits up nights trying to think of some new scheme to please its customers; his latest idea, and perhaps the best yet, is to enclose a novel and handsome cigarette case which fits the entire "Pall Mall" Rounds foil package, free with each carton. This has resulted in increased prestige for the "Rounds" and larger sales for the dealer.

All smokers of soft foil packed cigarettes will welcome this new idea which is brand new, as far as cigarette cases are concerned. The case is made of a newly discovered white metal, which has all the high qualities and beauty of silver, but will not tarnish. It slips easily around the package and is firmly held in place by two elastic metal bands, holding the package firmly whether full or empty.

This case is supplied free to the dealer with each carton of the famous "Pall Mall" Rounds. The case may then either be given away free with each carton purchase of the "Rounds" or sold with one package for $1.50.

This new idea for stimulating sales was first started with the shipments of June 6, 1921. The American Tobacco Company now announces that it has proven a complete success in all parts of the country. This offer is still open but it will continue so for only a limited period of time.

NEW COMPANY IN MADISON, FLORIDA

The Friedman-Goldberg Tobacco Company has been organized at Madison, Fla., with Sol Friedman, president; W. Goldberg, vice-president, and R. A. Goldberg, secretary and treasurer. The company will grow and pack fine Florida and Georgia Tobacco.

AMERICAN TOBACCO COMPANY ADVERTISING CAMPAIGN

The August twenty-fifth issue of *Printers' Ink*, devotes several pages to an article by Robert Bostic, in which he outlines and explains a method and purpose of the American Tobacco Company, to establish a "standardized plan of salesmanship. He writes: "After many years of experience with the public and with salesmen of every kind it has boiled down its accrued knowledge to an established argument for every brand, and a standardized method of approach and demonstration." So far as it has been tried by the salesmen, he says: "In spite of their original protest, that such a system would never take the place of personality, the result has been amazing. Now they are strongly in favor of it."

ALLEN R. CRESSMAN DEAD

Allen R. Cressman died on August 19, at his home, 214 Main Street, Sellersville, Pa., aged 86 years. Mr. Cressman was founder of the firm of Allen R. Cressman's Sons cigar manufacturers of Philadelphia, whose products have a national sale and reputation. He had retired from its active management, succeeded by his sons. He was vice-president of the Sellersville National Bank, a member of the Sellersville Lutheran Church, and of the Sellersville Lodge of Odd Fellows His grandfather was a pioneer in the cigar industry of Pennsylvania.

Happenings at Washington of Trade Interest

(Special from THE TOBACCO WORLD's Washington Bureau.)

TAXES collected from the tobacco industry on its products during the fiscal year ended with June 30 last fell more than $40,000,000 below the collections of the preceding fiscal year, according to a preliminary report which has just been issued by Commissioner of Internal Revenue Blair. However, despite this falling off, the Government collected $255,218,499.96 from the tobacco industry during the fiscal year 1921, a sum which was exceeded only by the collections of income and excess profits taxes.

With the exception of the special taxes on manufacturers and the taxes on small cigars and large cigarettes, all branches of the industry showed a falling off of tax payments as compared with the fiscal year 1920, this reduction running over $16,000,000 in the case of small cigarettes and something over fifteen millions in the case of chewing and smoking tobacco.

The taxes on large cigars, which in the fiscal year of 1920 amounted to $55,423,813.93, in 1921 totaled only $51,076,547.24, a decrease of $4,347,266.69, while the collections from small cigars increased $21,396.18, from $992,113.89 in 1920 to $1,013,510.07 in 1921. The collections from large cigarettes increased $124,357.07, from $232,201.31 to $356,258.38, but the taxes on small cigarettes declined from $151,262,214.61 to $135,053,369.43 a loss of $16,208,845.18.

Snuff of all descriptions paid taxes amounting to $5,795,401.75 during the fiscal year 1921, as compared with $6,948,931.23 during 1920, a reduction of $1,153,529.49, while $59,330,602.12 was collected from chewing and smoking tobacco as compared with $74,663,767.60 in 1920, a loss of $15,333,165.48. Floor taxes collected during the fiscal year 1921 totaled $176,057.32, as compared with $3,704,271.22 in 1920, a reduction of $3,528,213.90. Cigarette papers and tubes paid $1,184,186.21 in 1921 and $1,541,746.53 in 1920, a decrease in 1921 of $357,560.32. Additional taxes on cigars and cigarette stamps amounted to $5417.56 in 1920 and $3033.37 in 1921, while additional taxes on tobacco and snuff stamps amounted to $2573.41 in 1920 and $1051.10 in 1921.

The special taxes collected from manufacturers of cigars, cigarettes and tobacco amounted to $1,032,304.15 in 1920 and $1,228,482.97 in 1921, an increase in the latter year of $196,178.82.

The commissioner's report shows a considerable falling off in the internal revenue tax on tobacco products from the Philippine Islands. Collections on large cigars, which during the fiscal year 1920 amounted to $1,415,566, in 1921 amounted to only $985,119.22, while collections from small cigarettes declined from $9599.16 to $5833.31. A total of $9 was collected in 1921 on small cigars, nothing being reported from this source for 1920, while $19.44 was collected on large cigarettes, as compared with $21.60 in 1920. Taxes on manufactured tobacco increased from $6.51 in 1920 to $490.33 in 1921, while floor taxes decreased from $10.40 to $8.75.

Similar reductions are reported in the internal revenue tax on tobacco products from Porto Rico, the collections from large cigars declining from $1,588,947.11 in 1920 to $1,023,753.99 in 1921; on small cigars from $19,500 to $9690; on large cigarettes from $6480 to $864, and on small cigarettes from $6606.60 to $1218.

The tax-paid products from the Philippine Islands for the fiscal year 1921 included 187,111,117 large cigars, 6000 small cigars, 2700 large cigarettes, 1,944,437 small cigarettes and 2724 pounds of manufactured tobacco. The tax-paid products from Porto Rico included 146,786,680 large cigars, 6,400,000 small cigars, 120,000 large cigarettes and 406,000 small cigarettes.

Withdrawals of tobacco products, on which tax was paid, during the two fiscal years, included 7,148,863,238 large cigars in 1921, as compared with 7,780,437,251 in 1920; 673,667,380 small cigars as compared with 648,409,260; 49,477,631 large cigarettes, as compared with 38,811,132; 45,015,845,373 small cigarettes, as compared with 50,403,425,637; 32,196,676 pounds of manufactured snuff, as compared 38,605,173 pounds, and 329,611,732 pounds of chewing and smoking tobacco, as compared with 414,877,710 pounds.

The net cost of collecting the internal revenue taxes of the country has increased tremendously, the report shows, being 72 cents for each $100 collected, as compared with 55 cents for each $100 in 1920, the increase, it is said, being mainly due to reduced collections and increased expense in supervising the regulatory laws. The expenditures of the Internal Revenue Bureau amounted to something over $40,000,000, which would mean a cost of 88 cents for each $100 collected, but this amount includes six millions for enforcing the prohibition act and another million for narcotic and child labor prevention, the deduction of which brings the cost down to 72 cents per $100.

Details of the American tobacco industry for the year 1920 are now in course of preparation and in the near future will be issued by the Census Bureau in the form of an official bulletin. In the bulletin will be assembled the quarterly reports of stocks of leaf tobacco gathered by the bureau, as well as data regarding the acreage in and production of tobacco by States, the prices paid for tobacco, and sales of tobacco by the growers, as compiled by the Department of Agriculture; the quantity of tobacco consumed, the several tobacco products manufactured, the number of registered factories and revenue collected on tobacco, from data prepared by the Treasury Department's internal revenue bureau; the quantities of leaf tobacco and tobacco products imported, exported and stored in United

States bonded warehouses, as published by the bureau of foreign and domestic commerce, and the quantity of tobacco consumed and tobacco products manufactured in bonded manufacturing warehouses, as reported by the customs division of the Treasury Department.

The object of the Census Bureau has been to assemble in one publication for the benefit of the industry and the general public the statistics for the various phases of the tobacco industry in convenient form for ready reference.

According to the bulletin there were 1,894,400 acres planted in tobacco in 1920, while the production from that crop amounted to 1,508,064,000 pounds. There were imported during the year leaf tobacco and tobacco products to the value of $98,562,000, while the exports of leaf tobacco were valued at approximately $245,000,000 and of tobacco products at $43,000,000. The combined production of cigars in registered factories and in bonded manufacturing warehouses numbered 8,720,754,000 and of cigarettes, 61,859,900,000 and of chewing and smoking tobacco and snuff, 413,891,000 pounds. There were 15,834,000,000 cigarettes exported during the year, leaving 46,000,000,000 factory-made cigarettes for consumption in the United States. Revenue collected during the year amounted to $294,000,000. Of this total, North Carolina contributed $108,447,000; New York, $46,663,000; Virginia, $20,721,000; Pennsylvania, $20,195,000; New Jersey, $18,742,000; Ohio, $15,154,000; and Missouri, $12,319,000.

A favorable report has been submitted to the House by the committee on ways and means on the bill recently passed by the Senate providing for the distribution of abandoned or forfeited tobacco and tobacco products to hospitals maintained by the Government for the use of present or former members of the military or naval forces.

The measure some time ago received the approval of Secretary of the Treasury Mellon, on whose recommendation the bill was favorably reported by the Senate Finance Committee. The report of the Ways and Means Committee, it is stated, was adopted on the same ground.

The bill will not affect the revenue, proposing merely the diversion to hospitals for the use of service men or ex-service men of tobacco, snuff, cigars and cigarettes, which have been forfeited and found to be not salable for a price equal to the tax due and payable thereon. Under existing law, the Commissioner of Internal Revenue, upon application, may order the destruction of such products.

There is a rapidly spreading sentiment throughout the country in favor of the sales tax, which will eventually result in its being embodied by Congress in revenue legislation, according to Representative Bacharach of New Jersey, a member of the House committee on Ways and Means.

"I would have liked to see the adoption of a sales tax in this measure," said Mr. Bacharach, "for I am more than ever convinced that such a tax is the most logical and most equitable form of tax that can be put in operation. With its adoption, it would have been possible to eliminate the excise taxes and to make substantial reductions in the normal income tax schedule, and at the same time derive sufficient revenue to meet the needs of the Government."

The excess profits tax was a drag upon business, declared the Congressman, and it is the hope of the Ways and Means Committee, in providing for its repeal, that this action will soon reflect upon business by a revival throughout the country, the money that would otherwise have been paid to the Government in the form of taxes being turned back into industrial channels for the extension of plants and for new enterprises.

DANISH TOBACCO INDUSTRY

i N 1920 there were 9 large cigarette factories in Deni mark besides several smaller concerns. The total production in that year was 847,000,000 cigarettes, of a value of 14,456,000 crowns. The Danish cigarette industry according to the Act of June 8, 1912, is subject to a stamp duty on the whole of the home consumption of Danish as well as foreign make. From 1913 to 1917, the production of cigarettes increased from 269,000,000 to 673,000,000. In 1919 the maximum production of 933,000,000 cigarettes was reached. The importation of cigarettes, which in 1913 was 124,000,000 fell in 1918 to 15,000,000, but increased in 1920 to 191,000,000, or 22 per cent. of the total consumption of the country. The exports of Danish cigarettes increased and in 1920 amounted to 187,000,000, 22 per cent. of the total home production. Cigarette consumption has increased considerably in the last few years—from 139 per capita in 1913 it rose to 325 in 1919. The stamp duty on cigarettes in 1920 produced 8,900,000 crowns in revenues.

The production of pipe tobacco has been subject to taxation only since the act of December 21, 1918, which placed a stamp duty on pipe tobacco of the same character as on cigarettes and cigars. About 70 factories were working in 1920, and their production amounted to 2,700,000 kilos of pipe tobacco with a total value of 8,000,000 crowns. Of these 2,700,000 kilos, 2,200,000 kilos were duty free because the retail price was under 10 crowns per kilo. In 1920 the imports of pipe tobacco subject to duty amounted to 204,000 kilos. The exports of Danish pipe tobacco in 1920 amounted to 234,000 kilos. The stamp duty on pipe tobacco in 1920 produced 2,173,000 crowns, and the total duty paid in 1920 on cigarettes, cigarette paper, and pipe tobacco was 11,800,000 crowns.

The production under the head of cigars and cigarillos in 1920 amounted to 363,000,000 cigars of the factory value of 56,400,000 crowns, 112,000,000 cigarillos of the factory value of 7,100,000 crowns. Imports in 1920 were 21,600,000 cigars and 4,300,000 cigarillos. Exports amounted to 10,400,000 cigars and 7,600,000 cigarillos. The stamp duty on cigars varies from 5 to 50 per cent. of the price of the manufacturer or the importer. On cigarillos stamp duty varies from 12½ to 30 per cent. In 1920 the duty produced 15,300,000 crowns in revenues.

To the above-mentioned tobacco products must be added the production of chewing tobacco and snuff, which in 1920 amounted to 1,733,000 kilos, the value being 14,000,000 crowns.

Business Building

By a trained Business Man and Advertiser
Written especially for
THE TOBACCO WORLD
by A.E.P.

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AN OPEN LETTER TO PRESIDENT HARDING

DEAR Mr. President:—

The eyes of the world will be upon the conference November 11. A billion people will passionately wish it success. And it *will* be a success if the minds of the members are mellow, tolerant, kindly, responsive to the spirit of compromise, of give-and-take, of fair play, of seeing the other fellow's side.

How can we get the minds of the members in this happy state?

I will tell you.

Have a placard about a foot square nicely lettered as follows: COMPLIMENTS OF THE UNITED STATES.

Attach this to a box of the finest, mellowest, most fragrant and super-delicious cigars which can be obtained. Have this box in convenient reach of every delegate, and have it handed to him from time to time.

They will smoke. And the fragrant breath of My Lady Nicotine will gently warm the cockles of every heart. Goodfellowship will abound. The spirit of peace, good will and happiness will take possession of every heart. The sharp and irritating points of many knotty problems will become dulled under the abrasion of kind thoughts expressed in gentle words. Difficulties will disappear, suspicions vanish, hatreds melt away, friendly decisions will develop, agreements follow, disarmament begin, the dove of peace will be released forever, the god of war be started on the march to oblivion.

The world will start on a new era and be happy ever after. .So may it be.

ONE man says that the "successful business man of today must be a scholar and a fighter, for he has opposition to overcome, and people are indifferent or unfriendly."

I take a fall-out with this man. You needn't be a scholar, and you shouldn't be a fighter. You should be a scholar to be sure so far as your own business is concerned. You want to know that from soup to nuts, with all its many ramifications.

But don't be a fighter! Please don't!

Fighting is worse than poor business. It is a business crime.

Be a peace-maker. A friend-maker. It will pay.

Let your weapons be a large jug of molasses, courteous and respectful words, a smile ever on tap, a friendly look from the eye, a real affection for your fellows in your heart.

Having these things you can invade any country, however hostile, you can camp in the center of any town, pitch your tent, turn enemies into friends, cause them to surrender unconditionally, sell them goods, build up a business and keep much money in two of their banks.

A WORD with you Mr. Traveling Salesman!

Suppose a customer of yours—a retail dealer or his clerk—should ask you in all seriousness what he should do to become more successful. What would you tell him; eh?

Would your countenance express a look of indecision? Would you mumble, and stutter, and scratch your dome and study the ceiling, and then make some insane reply to his earnest query?

Or, would you look him firmly in the eye and say: "My young friend, I am glad you asked me this question, for it is a mighty interesting one, loaded with big possibilities of future fame and fortune.

"Your opportunities all lie within yourself, rather than in any business you follow. Develop YOURSELF, train YOURSELF, educate YOURSELF, discipline YOURSELF. Do these things, and continue doing them for two, three, four or five years until they have become a habit and a character, and then you will begin to see things come your way. No one knows in what way, form or shape they will come. They may come in a miraculous growth of the business in which you are now engaged, or through another business in your town; or your destiny may take you far away into another line, where your value to the world will be multiplied and the rewards to yourself increased many fold.

"Therefore, let me write on the blue firmament, in letters of living fire, a mile high, these two mighty words—DEVELOP YOURSELF."

A WORD of encouragement. "I am not as smart as other people," says many a feller in a cigar store, "and therefore I won't try to succeed."

Listen, young feller! It isn't necessary to be bright and smart in order to succeed. Many and many a dull boy at school; many and many a slow-minded young man, is today directing the affairs of railroads, banks, factories, business houses and schools.

Brightness is often a handicap. The bright one does his work so easily that it don't develop him and he remains a mere clerk.

Work develops a man—work and study. "Teddy" used to say of himself that there were many smarter

men than he but that he worked hard at everything he did. Carnegie, worth five hundred millions, said he surrounded himself with men smarter than he and they made him rich.

Get encouraged. That thinkery under your hat is a marvelous machine. It can be developed so it will lift you to fame and fortune if you have the ambition, the perseverance and the capacity to work. It will take years, but it is worth the trouble, boy. It is worth the trouble.

A CERTAIN clothing manufacturer is up to the minute in appreciation of the fact that his retail customers are his distributors, and he is planning to make them larger distributors by giving them twelve lessons in merchandising and selling. These lessons will cover the following subjects:

Yourself.
Awakening the consumer's interest.
The selling process.
Leading the customer by tact and suggestion.
Treatment of types.
Studying the customer.
Selecting the right merchandise.
Selling more goods.
Knowing the goods.
In tune with the advertising.
Service.
Review.

This should give you something to think about, Mr. Cigar Retailer. In every line of business, as well as yours, the retailers are studying and learning the business of retailing. They are becoming efficient. They are growing, and they are crowding out the indifferent ones who refuse to keep up to the times.

Let me ask you to give earnest thought to this subject. Let me ask you to read this Business Building Department and to read it very carefully. It will give you many business pointers of priceless worth. But it endeavors to do more than that. It seeks to arouse ambition where it is slumbering; to stimulate enthusiasm; to point out that a man's future depends upon himself; that this land and this age bring wonderful opportunities to your door daily; that business is an exhilarating game and not monotonous drudgery; that your daily work is an instrument by which you can make much of your life.

THE WEBSTER CIGAR COMPANY

While the Webster Cigar Company, 5545 Granby Avenue, Detroit, is not yet in full blast, it is going enough to receive a cordial reception and repeat orders for its cigars which please the smokers. Samuel T. Gilbert formerly associated with the Lillies Cigar Company and the Consolidated Cigar Corporation, is president, and Samuel Gates, secretary and treasurer. The present quality will renew the former popularity of the Webster brand.

CENTRAL CIGAR COMPANY OF MADISON

The Central Cigar Company has been incorporated at Madison, Wis., with a capital stock of $5000 by A. B. Tobins, Ruby H. Tobins, Jacob Wildeman and Catharine Wildeman.

C. A. BOND ON TRANSCONTINENTAL INSPECTION

C. A. Bond, tobacco agent for the Philippine Government, left New York about the middle of August on a transcontinental inspection tour. He will go to San Francisco, via Chicago, Minneapolis, Butte, Spokane, Seattle, Tacoma and Portland, returning East by way of Salt Lake City, Denver, Kansas City and St. Louis.

Disputes over wages and strikes of cigar makers at Manila and dullness of business generally, reduced importations during the first half of the year but the Manila cigar trade in the United States is now quite promising, importers and jobbers report a growing demand for cigars from the Philippines. Manila manufacturers are giving the United States a nickel cigar; long filler, hand-made, and of surprisingly good value. That is why June importations increased 240 per cent. over May, and some of the manufacturers have orders which will keep them busy for the rest of the year.

Mr. Bond says of these cigars, "The long filler, hand-made five-cent Manila is a staple, and of the dependable sellers in the nickel class. Philippine cigars are the best in the market.

A. L. SYLVESTER VICE-PRESIDENT AMERICAN TOBACCO COMPANY

A. L. Sylvester, president of the American Cigar Company, has been elected vice-president of the American Tobacco Company. Mr. Sylvester was made head of the leaf tobacco department of the American Tobacco Company in 1909, and two years later was made vice-president of the American Cigar Company. In June, 1912, he succeeded Percival S. Hill as president, when Mr. Hill became president of the American Tobacco Company. Mr. Sylvester is an officer and director of the Havana Commercial Company; Henry Clay, and Bock and Company; H. De Cabanas y Carbajal and others.

ADOLPH DILL DEAD

Adolph Dill died at Richmond, Va., on August 9, aged eighty-one years. Mr. Dill was a retired tobacco manufacturer, who recently sold out his interests to the Weyman-Bruton Company, of New York. Mr. Dill had spent most of his life in Richmond. He was noted for his numerous benevolences, and high integrity in business. He had been president of the J. G. Dill Tobacco Company since it was incorporated.

OSAGE CIGAR COMPANY

The Osage Cigar Company has been incorporated at Tulsa Oklahoma, by Isador Krasne and Maurice Jacobson, with a capital stock of $15,000.

NEW WAREHOUSE AT GREENSBORO, N. C.

Leathirs, Wood & Co., distributors of "Meditation" cigars, and one of the largest wholesale tobacco concerns in the South, have begun the erection of a new building at Greensboro N. C., at East Market and Forbes Streets, 42 by 101 feet. The building will be two stories high, with foundations and walls to accommodate three more stories.

M. GILBERT TOBACCO COMPANY

The M. Gilbert Tobacco Company has been incorporated at Wilmington, Del., with a capital of $50,000 by Morris D. Gilbert, Sol K. Cohn and William Gilbert.

4.

THE CONVENTION OF MOOSES.

DEER JIM. Sallyratis is hear to work now. Sheez our new stenografer you kno and sheed kill me if she new I rote about her and called her Sallyratis insted of her reel name which is Sally Rader. The only trubbel is that the fellers is all wize to me and they aint much chance to hang around in the offis becaws soons I get in there sumbody hollers for me to cum and do sumthing or get sumthing. I gess they got it all framed up amung em. Woodent that make you tired?

Theys a convenshon heer this week, elks or mooses or camels or fatteemas or sumthing. Pike citty was all lit up last nite like a munissipel peer. Youd think the elks or mooses was prodigel suns and they was going to kill the fat calf but Polo says theyre only shooting the bull, whatever he means by that.

So of coarse theres a lot of fellers heer that smokes all kinds of cigars and cigarets and pipes and etc. and that keeps me and Polo working all the time opening up new stock and getting it in the cases and it keeps the boss foning to the jobber or sumbody for more goods.

They buy a hole lot of a kind of Blueleefs, a kind of cigarets everybody sells for cut prices and doessent make enny munny on. Persy says "Whats the good of selling all theez guys cigarets you dont make enny munny on? Why not hike em up a sent a packij? Weel never see em agen."

Never see em agen is rite if we did that, the boss told him. You cant fool theez mooses. They got their I teeth all cut. He say they hav. That Persyd proffitteer on the nales in his granmothers coffin if he cood.

The boss says to him, "Youll never get very far bilding up a bizness for yourself Persy if you go on the base of charjing everybody all the traffick will bare. Theez fellers thats moosing heer now may cum back to Pike citty sum day or ruther and if they dont they mite tell their frends about the place and theyd say if we robbed em, 'Theres Heckers smoke shop, don't buy ennything of that robber. He hikes up prices when he sees a stranger cumming.'

"Weer going to charj everybody the same for everything we sell and it dont matter if they liv next dore or way out in meddisin hat. I want everybody that cums in heer treeted so well theyll cum back here next time if they can get heer. Weel fix our prices so theyll giv us a proffit and then weel stick by em."

Bob had a skeem fixt up and I gess he haddent even askt the boss about it becaws he got it reddy wile the boss was away, Bob had sum big round tags made with the colors of the convenshon on em and they red "Pike Citty Mooses Convenshon, 1921," and in little letters under that "Heckers Smoke Shop." You see that tag was a kind of a sooveneer that shode where a feller had bin and they was made to go on automobeels so eech one wood wear one going home. Bob gave one to every mooser that cum in and bawt sumthing if the feller had an automobeel and Bob askt him first. You see he diddent want to make em so common nobody wood want one, but he wanted one on every car if they patronized us. He gave em as kind of preemiums. Bob is alwys figgering on getting the trade of the fellers that hav automobeels. He says theyre the best paying class of customers.

Another thing Bob did was to put in the window a sine that sed, "Rode mapps and tooring dope. Ask us." And he had sum cards, big ones, made that he printed like that, only insted of "Ask us" they red "Ask Heckers Smoke Shop." He put theez up in hotels and wherever he thawt it was a good place, speshully near the convenshon hall.

Then we got up a littel tabel full of rode mapps and bloo books and we kept up to date on what rodes was in what shape to ride over and enny feller that wanted to kno emthing like that, all he had to do was to cum in and ask us and heed get the latest informashon free grattis for nothing. The boss says weer going to keep up that littel informashon buro summers just soze to ketch the motorists.

The boss is a grate hand to be rite around the store himself where the customers are, speshully if theres qwite a good many of em. He mixes into the bizness that way every minnit he can and leevs it to the new stenog, you kno whoo Jim, to do lots of the offis work and he has me help her and even if she is a green stenografer—only Ile tell the world she aint green sum ways—she can do a lot of the work sum bosses wood do theirself. Whats the use of the boss doing work in the offis that me and sweet patootie can do, hay Jim? He mite better be out on the flore getting acquainted with customers.

Why lots of new customers that cums in heer gets to calling the boss "Heck" the first time, before they get away, and haf theez mooses that got acqwainted

with him was asking him to cum and vizzit em and they were buying stuf too, not just getting tooring dope free. You kno how it is sum places Jim. Sum places where you go and buy they make you feel theyre your frend and sum other places they make you feel theyre just after your munny and all they can get of it. Aint it so?

Ive herd the boss say he thinks enny cigar man is worth more to his bizness rite on the job where he meets his customers and makes em frends and sees they get what they want than he is back in a offis sumwheres or in a stock room doing things a 15 dollers clerk cood do just as well.

The boss is a grate hand for sistems. He wants things put where emnybody in the place that ever new where they were can find em agen. He don't let things be kept in one place today and in another place next week. Theyre alwys in the same pew, and if they aint there, they aint enny. Ime that way Jim. If I aint in pa's pew at chirch, then I aint at chirch. Get me!

Chick heez likely to put things away enny old place a tall when he is thru with em and thats one reezon why heez alwys looking for sumthing and never finding it. The boss 'll lite on Chick sum day like a chimbly falling on him and then it 'll be good nite mister Chick!

Just the other day the boss herd Bob telling a man he was sorry but we diddent hav enny of that Polareen chewing like he wanted to get and the boss new sum had cum in and he wanted to kno what had becum of it. Nobody new til we happend to find it in the rong place in the back room where Chick had put it and forgot about it. Buleev me the Polarreen chewing wassent all that was in rong. Ask Chick. He knoze. He got an eerful of talk about putting away stock that must of made a dent in his eerpan all rite if it aint cast iern. So noobdy changes things much without the boss oks it. We aint spozed he says to haf to spend time looking for things wher they aint.

How about it in your drug store Jim? Is the bottel of CCs rite where you and the boss kno rite where it is?

Rite soon old aquie vity.

Your old collij chumb

BILL.

MOHAWK VALLEY ASSOCIATION

The Mohawk Valley Tobacco Jobbers' Association including the leading jobbing houses of Utica, Oneida, Rome, Herkimer and Little Falls, was recently organized at Utica, N. Y. The officers are: President, George V. Murray, Utica; vice-presidents, H. Lee Douglass, Oneida; Clark N. Snell, Herkimer, and G. V. Donnell, Rome; secretary, James J. Wask, Utica; treasurer, Fred O. Jones, Utica.

BEN HYMAN DEAD

Ben Hyman who had been engaged in the leaf tobacco business at 157 Water Street, New York City, for twenty-five years, died suddenly on Sunday, August 7, of heart disease, from which he had been suffering for several months. He did a considerable leaf business in Canada as well as in this country and was highly esteemd by his numerous friends in the cigar business.

THE OHIO LEAF MARKET

THE street car strike which started several weeks ago as the result of a cut in the wage scale in Dayton does not seem any nearer a settlement than it was at first. The general public is upholding labor in its contention as far as it is practicable and consistent with their own welfare as citizens.

The labor situation in general is not good at the present. It is estimated that there are 7000 men out of work in Dayton alone.

What the effect the loss of 7000 purchasers has on the retail tobacco industry is easily seen. Men cannot buy when they are without funds, and the fact that sales fell away in some of the downtown cigar stores shows that the effect of the unemployment is being felt. There are some optimists who refuse to recognize the precarious condition of labor at this time and say that the crest of the recent business depression has been reached, and that the trend is now toward safer, saner, sounder, business conditions. That the business world is moving cautiously, there is no doubt.

The condition of the 1921 crop that did not succumb to the periodic wet and dry spells might well be termed excellent. It is surprising to what extent the rains of the last two weeks helped the crop. In the Dutch section in the northern part of the Miami Valley, it is estimated that the crop will possibly reach the 30 per cent. mark. In the Zimmer and Gebhart sections the estimate will reach about 35 per cent. The crop, with the exception of the low quantity, will compare favorably with the other tobacco crops that have been grown in the valley. In many places the stalk did not have a chance to grow over a foot in height, but the leaves, what few there are, are broad and long, and the texture is fine. In some sections cutting is progressing, but this is only in the bottoms where there has been slight evidence of rust.

The Burley situation, while continuing very bad, is said to be not entirely hopeless. The plants are pretty well dried up now, but a good rain within a week will save a part of the crop. Unless a regular downpour comes within that length of time the Burley crop will not amount to 25 per cent. of normal and the chances are will go below that figure. The best that can be hoped for is a 35 per cent. or a 40 per cent. crop. Warehousemen say they have never seen a worse condition prevailing through the Burley district.

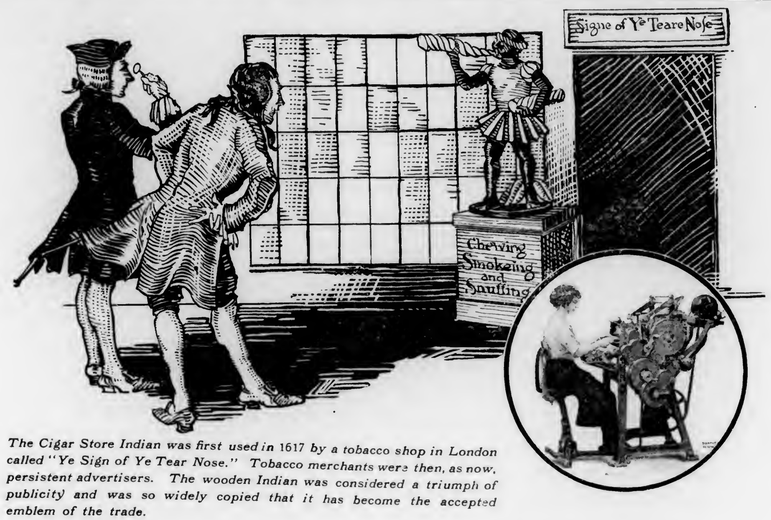
"CANADIAN CLUB" CIGAR A NICKEL

The Thompson Cigar Company of Red Lion, Pa., is placing its popular brand, "Canadian Club," before the trade as a nickel cigar. The cigar has had a considerable distribution in the Middle West and the company proposes to start a campaign to increase the area of its sales.

HOW BIG IS A PIPE?

The champion pipe smoker has bobbed up again, this time in France, where he is said to have smoked a pipeful of tobacco fifty-eight minutes and a fraction: according to a newspaper item. Details omitted are the capacity of the pipe, the size of the stem, the sort of tobacco, and some affidavits of witnesses that the trial ever took place.

UNIVERSAL HISTORY OF TOBACCO



The Cigar Store Indian was first used in 1617 by a tobacco shop in London called "Ye Sign of Ye Tear Nose." Tobacco merchants were then, as now, persistent advertisers. The wooden Indian was considered a triumph of publicity and was so widely copied that it has become the accepted emblem of the trade.

THE foremost advertised cigars, today, are produced by concerns who are extensive users of Universal Tobacco Machinery and Devices. By their installation, manufacturing costs are reduced and stock is saved, while quality is maintained.

The Model F Reduces Cigar Costs and Maintains Cigar Quality

With an equipment of Model F Universal Tobacco Stem Crushing and Booking Machines, you can cut down the waste of your Havana and small domestic filler tobacco from 15% to 25%. You can do this without, in any way, affecting the finished cigars in appearance, burning quality, taste or aroma.

This machine crushes the stem flat, so that it is practically of the same thinness as the rest of the leaf, removing the gum moisture at the same time. The crushed stem remains in the leaf, which is used entirely in the filler of the cigar.

You pay for filler-stems at the filler-tobacco price. If you are concerned in the fact that they represent almost a complete, as well as unnecessary loss when "stripped" from the leaf, investigate the Model F Universal Stem Crusher.

Full Information on Request. Write Now.

UNIVERSAL TOBACCO MACHINE COMPANY

116 West 32nd Street, New York, U. S. A.

Factory: Newark, N. J., U. S. A.

UNIVERSAL TOBACCO MACHINE COMPANY OF CANADA, LTD.

108 St. Nicholas Building, Montreal, Canada

The Model C 3 Wrapper Register

The Model C 3 Universal Cigar Wrapper Register counts and registers one, two and three-cut wrappers in pads of fifty cuts.

LEAF MARKET JOTTINGS

PENNSYLVANIA has a fine crop of tobacco this year, with exceptions. The early planting was pretty well burned up in some sections; the later planting and replanting shows up well and the late planting has some of its history yet to be written. Fields everywhere show the effect of the August rains and some that looked only a few weeks ago as though they had just been planted and had not well started, cover the ground. The very last planting will likely make a good crop.

The crop will be short, but the recent rapid growth is likely to upset the calculations already made by the State and Government Departments of Agriculture, and those who wait until after the harvest will have the most accurate information as to quantity. As to quality it is said that in most cases it is mild, and will blend favorably with other tobaccos in the production of the favorite cigar of most American smokers, which is a mild domestic blend with the addition of a little Havana.

Some of the early planting already harvested shows good color and full growth to a medium size. Very little of the crop will show the overgrown size and heavy weight of some years.

The sampling of the 1920 crop is proceeding with the most gratifying results. According to reports it has kept well and is one of the mildest, best and soundest of crops, though light in weight, averaging about 1200 pounds to the acre, while some recent years have shown from 1400 pounds to 1800 and in some cases as high as 2000 pounds.

In Wisconsin, there has been a quite remarkable change since the middle of August, according to the *Edgerton Reporter*. This change, while mainly affecting the size of the leaf, will also materially increase the total weight. This increase notwithstanding, the total poundage of the State can not run much beyond the 50,000,000 mark. Fortunately, only a small acreage of the very earliest had been harvested before the late rain and following driving growing weather, and in consequence much of the early tobacco was benefited: but it is the medium and later plantings which show the greatest improvement. The fields have fairly bounded forward in size of leaf. The harvesting is now in full swing and will last quite a while as the late tobacco in spite of the recent jump is uneven. It may be the 1st of October before it is completed.

Last year the buyers rushed the market for a few weeks and drove prices to a high level. Then they suddenly laid off and rested for quite a while. When they started in again it was at lower figures, and late sellings were very decidedly low.

The co-operative organization will exercise some stabilizing effect but will not likely control half of the crop, and buyers will not probably pay more than what they consider a reasonable price. No one knows how the marketing corporation is going to work out and all speculation on the subject is unprofitable.

The Connecticut Valley is rejoicing; about the only tobacco section in the country that is doing that sort of thing. It has a fine leaf this year and the early set tobacco is practically all housed. Most of the growers are through harvesting and there is very little left in the fields.

Local factories shut down for a vacation and the operators went into the fields and helped out. They were transported in trucks to the fields, as in former years, and made a sort of picnic of the work.

Taking the season in its entirety, the growers have no kick coming and they are not likely to have any on prices.

The crop in Tennessee is estimated at about 45 per cent., and the report of the Bureau of Markets and Crop Estimates of the United States Department of Agriculture is that the growth is rough and stunted and cut worms plentiful. Not a cheerful prospect.

At a recent meeting of the Danville (Va.,) Tobacco Association, it was decided to open the local market on September 15. If the Virginia growers are doing much besides whirlwind campaigning for the Co-operative Marketing Association, it does not appear. They want to start it January 1. The tobacco crop got pretty well scorched, but recent rains have improved, especially in the southeastern section. Frequent replanting has caused the fields to be very irregular.

In the South, the South Carolina tobacco crop is about sold, but no estimates of the total crop are available. Early offerings were of so bad a character, and prices so low, that many farmers refused to cut any more and plowed up the land. On the other hand, later

(Continued on Page 18.)

When pipes begin to gossip
you hear something-
Listen to old Corn Cob:
"I'm plain enough, but when I'm filled with Velvet I give any man the best smokin' he ever had. But shucks, it ain't me; it's that fine Kentucky Burley."
Get this from the Briar:
"My boss and I had a hot time until he tried cool, smooth Velvet. But I just kept on telling him about this tobacco that was cured and age-mellowed in wooden hogsheads. And now he knows what natural ageing does to Velvet."
And this from Straight Stem:
"I've been pestered with all kinds of high-faultin mixtures, but, say—no one ever handed me tobacco as good as aged-in-the-wood Velvet—it can't be done."
Velvet
MELLOWED TWO YEARS IN TO VELVET
TOBACCO
LIGGETT & MYERS TOBACCO CO
Copyright 1921, Liggett & Myers Tobacco Co.

(Continued from Page 16.)

offerings brought good prices, and better prices are expected as the crops held back are brought in as the markets will not close until about September 10.

One warehouseman reports that big concerns are buying freely and mentions a day's sale of 140,000 pounds at about 27 cents; another report gives 35 to 45 cents a pound for good grades, with the highest 69 cents. Good tobacco is bringing a fairly high price and the farmers appear to be contented with what they are getting.

In North Carolina, Lumberton reports low grades dragging, and high grades bringing war-time prices, ranging from $30 to $66 a hundred. Raleigh reports a good crop and $40 for better grades but discouraging prices for the lower grades.

One of the features is very gratifying to the growers. The 1921 crops have been produced at a lower cost than for many years. Part of this reduction has been due to the use of less fertilizers, which will have to be made up in the future, and a greater reduction in the labor cost. The black swarm that headed back from the North when the war was over has proved a great boon to the planters throughout the South.

In Kentucky, the tobacco in the central section looks better, many of the crops around Lexington that seemed doomed to destruction have been saved, and the tobacco has been growing rapidly. According to beliefs expressed by prominent growers, 20,000,000 pounds of Burley will be pledged to the proposed Burley Tobacco Co-operative Marketing Association. Plans for an extensive drive to secure the needed 75 per cent. of the leaf crop in each county were discussed at a meeting. Organizers hoped to secure at least 50,000,000 pounds. Midway and Augusta report considerable improvement and Lancaster promises a crop of fine quality, which will fall short in acreage and quantity. Clark County reports a great improvement. Mercer County did not suffer so much as others from the drouth, but was scorched. Scott County shows wonderful recovery but can not expect a normal crop under any conditions.

Official quotations of the Louisville Leaf Tobacco Exchange are as follows: 1920 Dark Red. Trash, $4 to $7. Lugs. Common $7 and $9; medium $10 and $14; good $14 and $16. Leaf. Common short $8 and $10; common $12 and $15; medium $17 and $22; good $25 and $30. Fine and selections $40 and $45.

1920 Bright Red. Trash $6 to $9. Lugs. Common $11 and $14; medium $14 and $17; good $18 and $20. Leaf. Common short $14 and $16; common $16 and $20; medium $22 and $25; good $35 and $40; fine and selections $55 and $60.

1920 Colory. Trash $6 to $11. Lugs. Common $12 and $14; medium $15 and $18; good $18 and $22. Leaf. Common short $17 and $20; common $20 and $24; medium $25 and $35; good $40 and $45; fine and selections $60 and $65.

1920 Dark Crop. Trash $4 to $5. Lugs. Common $4.50 and $5; medium $5 and $5.50; good $6 and $7. Leaf. Common short $7 and $9; common $9 and $11; medium $12 and $16; good $18 and $20; fine and selections $22 and $25.

TOBACCO STANDARDIZATION

The following editorial abstract from the *Wisconsin Tobacco Reporter* is easily among the best writing on the subject of tobacco standardization. After reprinting a bulletin issued by the Department of Agriculture, entitled "Wisconsin Co-operates in Fixing Tobacco Grades," the editor writes:

"As far as Wisconsin tobacco is concerned, it is known that the growers and dealers are open minded on the proposition of standardization, and welcome an investigation, the cost of which is borne by all the people in the State, and the results of which the tobacco industry of the State has the privilege of accepting if it proves of value, and rejecting if a disappointment. In binder and wrapper growing territory the standards must be determined by other considerations than those applying to cigarette, chewing, filler and pipe tobacco. The cigar leaf standardization, moreover, must consider the preferences of the manufacturers of cigars both as to what shall constitute cigar leaf lengths, burn, appearance, color, elasticity, grain, aroma and that indefinable something which every expert of tobacco leaf sums up in the terms 'desirable,' 'fair,' 'good,' 'fancy,' 'poor,' etc. The credit value of a certain grade of tobacco will also vary with the supply and demand as under the old packers' standards. But it will be a distinct relief to all concerned if Wisconsin may have standards established which express to growers, dealers, manufacturers and the smoking public in an intelligible and simple terminology that which would mean something definite in the relative valuation of the leaf. That this is a matter of greater difficulty in cigar leaf than it is in potatoes, apples, wool, and even in butter and cheese, must be borne in mind, and the investigators who under the Department of Markets are gathering the data upon which to base final standards should not be expected to return their findings in a hurry."

Notes and Comments

J. F. Vazquez, agent of the Government of Porto Rico Tobacco Guarantee Agency, is now settled in his comfortable offices situated directly in the centre of the tobacco district at 126 Maiden Lane, New York City.

Two cigar companies have been incorporated at Barnesville, O., by J. H. Hager, E. E. Danford, Fannie M. Roby, Julia K. Hebbard and Julius C. Ehlerman. One is the Owen Cigar Company and the other the Boyer Cigar Company. Each company has a capital stock of $20,000.

Sit down some time and try to think up one reason why your store is fitter to succeed than your nearest competitors. If you are honest in this, you may not find any. But you can provide one, if you are willing to work for it.—*Modern Merchant.*

O. Hostetter has been named receiver for the Louis F. Hertman Company, cigar manufacturers of Dayton, Ohio, who have filed a petition in bankruptcy with liabilities of $314,000 and assets of $162,000. Mr. Hostetter will continue the business, under direction of the Court.

STEM CRUSHER ECONOMICAL

The following letter, which is being sent out by President George C. Sherman, of the Universal Tobacco Machine Company, is of interest to every manufacturer of cigars and will undoubtedly prove valuable to them.

Dear Sir:—

Readjustment now rules the tobacco market. Prices have tobogganed; labor is asking a fair wage for an honest day's work; the cigar manufacturer, too, must face the issue of economy in production. It is an acute issue and to the manufacturer who uses imported or small size domestic filler, the Universal Model "F" Stem Crushing and Booking Machine is the outstanding, conclusive answer.

The Universal Model "F" Stem Crushing and Booking Machine economizes tremendously by converting filler stems (leaves under sixteen inches in size) into perfect filler tobacco with an increase of yield of 15 per cent. to 25 per cent. One model "F" machine will crush and book as much filler as two or more hand strippers can strip and book in the same given time.

The cigar manufacturer who imports his filler tobacco can save about 33 1/3 per cent. of the duty by importing it unstripped, for stripped tobacco is classified as manufactured tobacco and the duty assessed accordingly. So to these manufacturers we suggest that they import a liberal proportion of their filler tobacco unstripped and use the Universal Model "F" to crush and book it. Consider also the lower cost involved in the packing for shipment of unstripped filler, as against stripped filler. A very substantial Universal Model "F" economy is here apparent.

There enters also the proposition of assured quality. It is a well known fact that stripped stock loses a certain amount of its flavor and aroma, whereas the unstripped stock retains its goodness complete.

Then again, in the case of stripped stock from Cuba, Porto Rico and other sources, there is always a doubt as to the identity and quality of any particular shipment—always a grave uncertainty that the stock received is the stock ordered. Importation in the unstripped form absolutely removes this doubt, making identification and satisfaction absolute.

We earnestly recommend the Universal Model "F" Crushing and Booking Machine as an infallible means to the very necessary—yes, vital,—end of bringing your production costs and selling prices back to a point where you can compete with the confidence and profit which were yours in earlier times of greater prosperity.

Yours very truly,
UNIVERSAL TOBACCO
MACHINE COMPANY,
GEORGE C. SHERMAN.
President.

R. M. ELLIS GOES TO CHINA

It is reported that R. M. Ellis, president of the Tobacco Products Export Corporation, will spend several months in China, looking after the interests of the corporation in that country, where they are already very extensive.

PORTO RICO TOBACCO GROWERS INCORPORATE

The Tobacco Growers' Association of Porto Rico has been incorporated with the following officers: President, F. M. Zeno; vice-president, Luis Benet; treasurer, Arturo Baldrich; secretary Augustin Ortiz.

Cigar Boxes of Quality

Must be made from

Spanish Cedar

Emery

Cigar Box Lumber IS Spanish Cedar of QUALITY

Emery Standard and Uniform Grades Save Waste and Increase Production

The Geo. D. Emery Co.

IMPORTERS OF

Fine Spanish Cedar Logs and Manufacturers of Highest Grade Cedar Cigar Box Lumber and Veneers

25th Street and Eleventh Ave.
New York City

Co-operative Scheme in Trouble

IT WILL BE recalled that some little while ago there was much trouble with the cigarmakers of Boston and Waitt & Bond and some other factories transferred to other cities. Whereupon the union started the Alta Cigar Co-operative scheme.

It is now reported that the 1400 union cigarmakers have been asked to contribute to carry on the running expenses of the concern until such time as a "better demand for cigars" makes its profitable operation possible.

Perhaps it is unnecessary to comment on the situation stated, but in view of the fact that the factories that moved away are enjoying a great prosperity and that from all sections come reports of factories oversold, who make well-advertised, standard brands, it is not the "better demand for cigars," the co-operative scheme must wait for, but the better management that generally goes with individual enterprises.

The Boston enterprise has appointed a committee to raise a loan among workers and "upon the result of this canvass hangs the fate of the experiment."

The fate of the experiment is written in the history of many others started and engineered by those who lacked previous experience, reserve capital, and ability and willingness to promote their product by liberal and judicious advertising.

Co-operative societies in general business have had considerable success in England and Scotland, but very little if any in America; though the Neosho plan of co-operative advertising and selling, by all the retail merchants in a town, is said to be very successful in the West and also in some parts of Pennsylvania, into which it was introduced through the influence of the Agricultural Bureau of the Pennsylvania State Chamber of Commerce.

Manufacturing enterprises on a co-operative basis conducted by workmen, have, so far as we know, almost invariably resulted in failure.

A typical case occurs to the writer of a group of glass-blowers, who, through years of sober and steady work, had each accumulated a moderate competence. They started a co-operative bottle factory and for two years made excellent profits which they divided among the members of the group. The third year showed a deficit, slack orders and business losses, but none of the group was willing to contribute from his former profits to make up the loss and provide reserve capital. The inevitable result was bankruptcy.

That was a case of manufacturing staple goods in a machine, but the cigar manufacturing business calls for a different initiative. Every cigar that has made a large success has an individuality which puts the co-operative cigar at a disadvantage, and unless the scheme is conducted by very wise men with very sensible directors, a utopian idea absurdly unattainable, the profits will be divided and dissipated, and when the pinch comes, the only recourse is to a loan from those who are quick to respond to dividends but slow to divide deficits.

One of the reasons of the success of certain brands of cigars lies in the blend and its stability. Beginning a generation ago, certain of the smaller cigar manufacturers accumulated money enough to go into the fields and pick out crops of native leaf: then they went abroad and selected foreign leaf; then they spent a liberal part of their gross receipts in advertising; not profits, gross receipts.

Such a program offered to a co-operative factory would raise a howl, and change the management.

If a man wants to know how a co-operative scheme works, let him start one in his own family.

CULTIVATION OF FOREIGN TOBACCO IN ECUADOR

The Republic of Ecuador has not been known abroad for its tobacco, as it has been for its cinchona bark and rubber, and still more for its cacao; and this may be attributed not to the fact that the tobacco is lacking in good quality but to its limited and primitive condition. The Esmeraldas, Daule, Santa Rosa, and some other tobaccos enjoy a merited reputation in the home market, and it is unquestionable that the extensive, rational, and scientific cultivation, the importation of selected seeds, and the adoption of an appropriate system of curing for each variety will win for the Ecuadorian tobacco the favor it should enjoy in foreign markets. Connoisseurs pronounce the Esmeraldas tobacco equal to the best produced in Cuba.

Seeds of the best foreign varieties have been distributed in some places on the coast, in the Oriente Province, and also to many small estates in the interior Provinces. The Director of the Bureau for Agricultural Encouragement is receiving requests daily for the tobacco seeds. By means of the local press he is publishing timely articles relative to transplanting and cultivation. Later on he will explain the different systems of fermentation that should be employed for each variety of tobacco, an operation that has not been practiced here before.

Owing to the superior grade of Ecuadorian tobacco, there is practically no market for the American product. In addition, there is a duty on imports of 2.66 sucres (1 sucre=$0.486 per kilo), gross weight, on leaf, and 9.82 sucres per kilo, net weight, on manufactured tobacco.

Samples of the Santa Rosa leaf tobacco have been sent to the Bureau of Foreign and Domestic Commerce at Washington and may be examined by those interested upon reference to File No. 33,079.

The Schagrin-Roseman Company of Youngstown, Ohio, wholesale and retail tobacco dealers, will erect a two-story brick and terra-cotta building at the corner of Commerce and Philips Streets.

The Mazer Cigar Manufacturing Company of Detroit has purchased the factory of the Progress Cigar Company, of Cincinnati.

The Brunhoff Manufacturing Company of Cincinnati, leading manufacturers of gas and electric lighters, cigar box lid holders, ash trays, match stands, signs and a great variety of novelties and articles of use to the retail trade, are erecting a new factory at York, Freeman and Holbert Streets, Cincinnati. The main floor will cover a space of 250 by 132 feet. The factory will be occupied about November 1.

Old Mother Hubbard went to the cupboard
To get a yeast-cake for her bread;
But when she got there, the cupboard was bare—
It was in the home-brew instead.—*Progress.*

CLIMAX
PLUG TOBACCO
THE GRAND OLD CHEW

To the Retailer:

The convenient 10¢ vest pocket tin will make many sales for you if kept displayed on your show case~ (1 dozen 10¢ Tins in counter display carton)

Climax in the sanitary vest pocket tin is particularly satisfactory to users of Plug Tobacco who do not wish to carry a large cut of tobacco loose in the pocket.

P. LORILLARD COMPANY
Established 1760
Oldest Tobacco Manufacturers in the World

You'll learn to love
Life
Cigarettes

Chocolate-Seasoned Burley Blend that's DISTINCTIVELY MILD

EXCLUSIVE PROCESS
....UNION MADE....
PATTERSON BROS. TOBACCO CO., TR.
RICHMOND, VIRGINIA
IF YOUR DEALER DOES NOT HANDLE THEM, WRITE US

SCHINASI BROS.
NATURAL
The *Original* Egyptian
CIGARETTE

Merit Makes It Move!

Mapacuba

Wins smokers and holds them because it's mild, mellow and satisfying. Choice shapes at popular prices. Widely advertised.

10c
2 for 25c
15c

BAYUK BROS., INC.
Originators of the
BAYUK INIMITABLE BLEND and
BAYUK INCOMPARABLE BRANDS
PHILADELPHIA

La Flor de Portuondo

Established 1869

GENUINE

Juan F. Portuondo

Cuban Hand-Made CIGARS

The Juan F. Portuondo Cigar Mfg. Co.
PHILADELPHIA

Notes and Comments

Recent reports from Constantinople are to the effect that American tobacco interests in Samsun have suffered slightly from the deportation of Greeks by Turks, as they have lost many of their employees. Their business, however, had not been stopped at the end of June, 1921.

According to a report of the Department of Agriculture, tobacco production in Kentucky lost 37,000,000 pounds in July. A part of this loss has been made up in August according to reports. Tennessee lost three millions; North Carolina gained twelve millions.

The Havatampa Cigar Company 2007 Twenty-first street, Tampa, Fla., is erecting a factory addition with a daily output capacity of 80,000 cigars.

Brown's leaf tobacco warehouse at Winston-Salem, N. C., has been leased by John W. and J. D. Glenn and P. Boyd Nelson. John W. Glenn has been in the warehouse business at Elkin and Stoneville and the other partners in the same business.

The Winston Leaf Tobaco and Storage Company, having acquired the plant of the Winston-Salem Leaf Tobacco Co., has been organized with E. W. Willingham, president; E. M. Penn vice-president, and W. A. Goodson secretary-treasurer.

Kohlberg & Co., Inc., manufacturers of cigars at 535 East Seventy-sixth Street, New York City, filed schedules in bankruptcy, listing liabilities of $87,364 and assets $24,619. They have settled for twenty cents on the dollar.

The mildness of a man is not to be judged by his whiskers, nor the mildness of a cigar by the wrapper. Ask the dealer, he knows.

Klaus, Creps and Heidtman, Inc., of Reno, Nev., are now known as the Western Cigar Company. The capital has been increased to $100.000.

A bunch of the Tobacco Salemens' Association of America will be organized at Buffalo, N. Y., in the near future, by the national body.

The resignation of Lucy Page Gaston, head of the Anti-Cigarette League, was announced on August 26, by the board of directors, who issued a statement that "Miss Gaston's methods were more drastic than the methods approved by the board." About fifty million people are feeling the antis, "drastic" and are liable, at any moment, to break loose.

C. J. and R. J. Decker, tobacco merchants of South Deerfield, Mass., have been incorporated with a capital stock of $50,000 by Robert J. Decker and Frederick M. Decker of Deerfield, and Timothy M. Hayes of Greenfield, Mass.

The F. & E. Soter Corporation, cigarette manufacturers at 309 Canal Street, New York City, has increased its capital stock from $100,000 to $150,000.

REV. ZERFUSS A LIVE WIRE

Rev. S. G. Zerfuss, of Ephrata, for sixteen years a pastor of the Seventh Day Baptist denomination, serving without pay, and for two years chaplain of the Pennsylvania Legislature furnished the most delightful sensation of the day. Mr. Zerfuss said he had been put on the program "to tell a story or two, but he could not keep quiet in view of existing conditions." "You tobacco growers of Lancaster County," he said, "must bestir yourselves in lively fashion or the first thing you know not only will your personal liberty be taken from you but even your livelihood—the money that supports you and your families, educates your children and helps keep your communities together. The propaganda to legislate tobacco off the boards exists everywhere and if a united front is not made by the growers of what the reformers call a 'weed' they will be out of luck on all sides. Now is your time to act. Concentrate your forces and state your case to the man who so ably represents you in Washington and he will do his best to care for your interests as he has always done. It is either fight or find yourselves out of business."

"When any nation attempts to reform people by law," continued Rev. Zerfuss, "they spell only ruin for themselves. Behind present-day pernicious legislative moves are women who tell us that we are blowing up money in smoke, when they are dusting it away in rouge or are chewing it up in gum. Where nations have attempted to mix affairs that spell personal liberty they are bringing about their own downfall and we can point to history for examples. They call tobacco a weed. Perhaps so, but it was the boys who smoked the weed in cigarette form in the trenches who licked the Germans and the same weed was furnished them by some of the best women in the country. It may be a weed, but not only solace comes from a weed, but some of the medicines that are saving lives daily. Because one fool dies of a tobacco heart must we put tobacco out of business? By the same token if a man commits suicide by hanging or shooting himself must we put revolvers and rope out of business?

"The Christ Himself never asked for a law or ordinance that would make men better but he went about doing good, and so should the reformers. I maintain that the income tax laws have made criminals out of good citizens and this goes for the Eighteenth Amendment. Now is the accepted time for the tobacco growers of Lancaster County to stand together for the common good as against the reformer who would take away his living!"

MADE-IN-CAROLINAS EXPOSITION

At Charlotte, N. C., a big brick and steel building has been erected and decorated for the Made-in-Carolinas Exposition, which will be held, for the first time, from September 12 to 29. In addition an airdrome will provide for further exhibits and seating capacity for about 2000 people.

Three great corporations engaged in North Carolina's greatest industry, the manufacture of tobacco products, have taken liberal space. They are the American Tobacco Company, the Liggett and Myers Tobacco Company and the R. J. Reynolds Tobacco Company. From the sections sold and the general interest taken the directors anticipate a very successful exposition.

WD C
TRADE MARK

Do You Advertise? How, Why and What?

How and what to advertise, how much space and how often, are sometimes puzzlers for the tobacco shop to decide.

In large cities, newspaper advertising is apt to be wasteful. Circular matter (little 4-page folders once a month) to a selected list usually will bring home the bacon.

But in smaller towns, newspapers can be made effective. With small space, good position once a week, backed up by circular matter, increased business should come your way.

Make your advertising newsy—something like:

"Just got in a new shipment of Blank Cigars. Extra big lot. Bought at special rate. $3.50 per box of fifty for regular 2 for 25c. quality. Get a nice fresh box today." Or—

"We carry seventeen brands of cigarettes. Everything you've ever seen advertised is always on hand—fresh, new stock, too. And maybe at a little less than you sometimes pay. Ask us and see." Or—

"A new case of pipes received yesterday from the W D C people. There are Milanos, Brightons and Wellingtons in the lot. Complete assortment of each. Drop in and look them over."

Those are not complete ads. They are just hints of the stuff that tobacconists' advertising should be made of.

W D C electros may be had for the asking.

WM. DEMUTH & CO.
NEW YORK
World's Largest Pipe Manufacturers

F. LOZANO, SON & CO.
HAVANA CIGARS
TRADE MARK
F. LOZANO
FLOR DE NARVEZ
VICLO

WALLS COURT
EL LESSERO
CALATRAVA
REG. U. S. PAT. OFF.
FACTORY & MAIN OFFICE, TAMPA, FLA.
NEW YORK OFFICE, 437 FIFTH AVE., N. Y.

EL VERSO

HAVANA CIGARS
Seven Sizes to Please the Most Discriminating
The Deisel-Wemmer Co.
MAKERS
Lima :-: Ohio

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
General Office and Factory, TAMPA, FLA.
Eastern Office
222 Pearl St.
New York
Warehouse
Havana
Cuba

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P.B. Gravely Tobacco Co. Dumville, Va.
DEPT. A

Tobacco Patents Granted

[Full details and specifications of the following patents may be had by addressing the Commissioner of Patents, Washington, D. C., and enclosing ten cents for each patent wanted. In ordering give patent number only.]

No. 1,384,690. CIGARETTE CASE.. Charles Dominick, Bath, Me., patentee.

Patent for a device as named, having a container for the articles to be dispensed and having a discharge opening, a receptacle for fuel having a lighting orifice, an ejector co-acting with the opening, a shaft carrying a fire-producing medium and a pinion, a rack carried by said ejector and engaging said pinion, means for moving the ejector in one direction and a spring arranged to return the ejector to initial position.

No. 1,379,702. CIGARETTE AND CIGAR DISPENSER. David Shapiro, New York, N. Y., patentee.

Patent granted for a cigarette and cigar dispenser and container which has means for removing one cigarette at a time from said container, said means comprising a pivoted frame having a flat cigarette-carrying projection, said frame carrying a bar to operate as a stop for a cigarette when said frame is in its operated position.

No. 1,384,813. ATTACHMENT FOR CIGARETTE-HOLDERS. William L. Wallace, Davidson, N. C., patentee.

In combination, a cigarette-holder having a shoulder formed thereon, an attachment comprising a band embracing the holder, a clip formed integrally with and arranged at right angles to the band and adapted to embrace the inner and outer walls of the socket of the holder, a lip on the inner end of the clip and disposed within the socket, a lug on the clip in advance of the lip and disposed within the socket.

No. 1,380,179. APPARATUS FOR ASSORTING CIGAR-WRAPPERS. Thomas Baer and William H. Bitler, Terre Hill, Pa., patentees.

In combination with a plurality of article-supporting devices, of a plurality of sets of shafts, the shafts of each set being concentric and differing in length from the shafts of an adjacent set, each shaft being adapted for connection with a separate element of the register, and one of the shafts of each set serving to rotatably mount the other shafts of that set.

No. 1,384,937. TOBACCO BOX. Hector E. Brunelle, Manchester, N. H., patentee.

This patent is for a tobacco box including a receptacle having an opening in opposite walls adjacent their upper ends, a follower slidably mounted in the receptacle and having openings adjacent its end and a groove in its under face connecting the last-named opening, a cord extending through one of the first-named openings and having one end tied in a knot to prevent it from being pulled through the first opening.

No. 1,385,018. CIGARETTE FORMER. James MacDonnell, Haverhill, Mass., patentee.

A cigarette-former comprising a pair of elongated correspondingly-shaped mold sections pivotally connected at adjacent longitudinal edges and having transversely-concave molding faces, one of the sections being longitudinally divided from one end, intermediate its side edges, to provide a main member, which is directly connected to the other section, and a supplemental member; means at the opposite end for normally holding said supplemental member in cigarette-forming relation with the main member.

No. 1,385,031. EJECTOR FOR CIGARETTE-HOLDERS. Miles E. Bailey, Ottawa, Canada, patentee.

In combination with a cigarette-holder having a socket in the end thereof and provided with a groove in the wall of the socket and a longitudinally-extending groove in the outer wall of the holder, an ejector formed with an ejecting finger on one end bent to form a hook and slidably engage with the groove in the wall of the socket, the end of the finger being turned laterally and designed to abut the end of a cigarette.

No. 1,385,964. COMBINED CIGARETTE-HOLDER AND EXTINGUISHER. Windsor Cobb, San Francisco, Cal., patentee. Patent assigned to R. Blackinton and Company, North Attleboro, Mass.

A cigarette-holder and extinguisher comprising a supporting base portion, and upwardly-projecting boss formed with an internal vertical socket open at its upper end and flared from the bottom to the top, the diameter of said socket at some intermediate point being equal to the diameter of a cigarette whereby a cigarette when inserted with its lighted end downward is pinched to exclude air and prevent the escape of smoke fumes.

No. 1,386,394. CIGARETTE-HOLDER. Crandall R. Haney, Manson, Iowa, patentee.

A cigarette-holder comprising a ring consisting of a stationary portion and a movable portion pivoted together, a spring for holding the movable portion in either of its two positions, a finger-piece connected to the movable portion, a rod connected to the stationary portion, and a finger ring connected to the rod.

ANNUAL RUN OF LANCASTER COUNTY TOBACCO GROWERS

THE annual automobile run of the Lancaster County Tobacco Growers' Association was held August 17. Starting from Lancaster in a dozen cars, there were twenty-five in line when they reached Ephrata Park, where the regular August meeting was held.

The speakers included Dr. G. H. Chapman, of the Massachusetts Agricultural College; Doctors Frear and Orton, of Pennsylvania State College; Otto Olson, of the Federal experimental stations at Ephrata; Prof. E. K. Hibshman, of Ephrata, Pennsylvania Farm Bureau official, and F. S. Bucher, Lancaster Farm Bureau agent, and Rev. S. G. Zerfuss, of Ephrata, who spoke in the afternoon. President John F. Weaver, of West Lampeter, head of the County Tobacco Growers, had charge.

The route followed by the autoists upon leaving Lancaster, was down the Beaver Valley Pike to the farms of J. Aldus Herr and John F. Weaver, in West Lampeter Township, east on the Lincoln Highway to the farm of Jacob Mellinger, at Greenland, to the Christian Hostetter farm on the old Philadelphia Pike, to Bird-in-Hand, Leola and then to Ephrata. During the day a considerable portion of central and northern Lancaster County was covered by the run.

The general opinion of the most prominent authorities was that Lancaster County will produce the biggest and best crop that has been grown in ten years. The quality is said to be of the finest, and the late tobacco the best.

FRAME-LEAYECRAFT COMPANY IN BANKRUPTCY

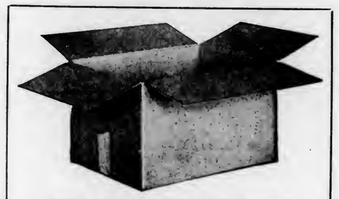
A petiton in bankruptcy has been filed by the Frame-Leaycraft Company, 64 Wall Street, New York City, importers and exporters of tobacco. Liabilities are listed at $885,654 and assets at $730,427.

Scharff-Koken Mfg. Co.
ST. LOUIS, MO.

IF YOU WANT TO SAVE TIME and MONEY
USE
Corrugated Fibre Shipping Cases

Endorsed by Manufacturers and Jobbers who have learned that "A Dollar Saved is a Dollar Made"

CORRUGATED BOXES REACH YOU IN FLAT BUNDLES, LIKE THIS


THEY ARE QUICKLY AND EASILY SET UP, LIKE THIS

More quickly packed, require less space, and are cheaper than wood.

Sealed to meet all regulations, and reduce to a minimum breakage and pilfering claims.

Guaranteed to meet all requirements of Express, Parcel Post and Freight.

Reduce *your* shipping expense. Our prices have already declined heavily, and it will pay you to investigate.

Save money by writing us today, stating method of transportation used, weight of contents, and dimensions.

Scharff-Koken Mfg. Co.
ST. LOUIS, MO.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made fo every ten (10) additional titles necessarily reported.
made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

ROSITA:—42,223. For cigars. July 20, 1921. Manuel Suarez, Tampa, Fla. The trade-mark, though apparently not heretofore registered by any of our affiliated bureaus, is claimed to have been used by Genaro Florez, Chicago, Ill., and title thereto is claimed to have been acquired by the registrant through mesne transfers.

EVERCLOSED:—42,230. For tobacco pouches and smokers' articles. August 5, 1921. H. L. Rogers Co., Inc., New York City.

GASCONADE:—42,231. For cigars, cigarettes and tobacco. June 23, 1921. Charles J. Stanley, St. Louis, Mo.

BOLUNTARIS:—42,233. For cigars. July 23, 1921. Manuel Casan Cigar Mfg. Co., San Antonio, Texas.

ST. PETERSBURG BOOSTERS:—42,234. For cigars. August 19, 1921. W. J. Hirst, St. Petersburg, Fla.

BUCKINGHAM:—42,232. For snuff and leaf tobacco only. August 15, 1921. Jno. J. Bagley & Co., Detroit, Mich.

JOE'S RESTAURANT SPECIAL:—42,236. For cigars. August 17, 1921. M. Vasquez, New York City.

JOAN OF DIAZ:—42,238. For cigars. July 7, 1921. Jose Diaz & Co., Tampa, Fla.

TRANSFERS

RESTAURANT SPECIAL:—20,023 (Tobacco World). For cigars, cigarettes, cheroots, chewing and smoking tobacco. By various transfers acquired by Moehle Litho. Co., Brooklyn, N. Y., and re-transferred to M. Vasquez, New York City, August 10, 1921.

THE SENATOR:—3138 (Patent Office). For cigars. Registered April 10, 1883, by Frederick Glahn, Green Bay, Wis. Transferred to Patrick O'Connor, and re-transferred to Jos. O'Connor, Milwaukee, Wis., August 5, 1921.

THE SENATOR CARPENTOR (Tobacco Journal). For cigars. Registered January 21, 1884, by Frederick Glahn, Green Bay, Wis. Transferred to Patrick O'Connor, and re-transfered to Jos. O'Connor, Milwaukee, Wis., August 5, 1921.

BLACK ARROW:—19,666 (Tobacco World). For cigars, cigarettes and cheroots. Registered February 11, 1910, by Royal Havana Cigar Mfg. Co., Baltimore, Md. Transferred by Bowers & Ottenheimer Co., successors to Royal Havana Cigar Mfg. Co., to Commonwealth Cigar Co., Inc., Lancaster, Pa., August 5, 1921.

EAGLE CHIEF:—30,865 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered February 27, 1905, by George Schlegel, New York City. By various transfers acquired by Elliot, Ottenheimer & Elliot, Baltimore, Md., and re-transferred by Bowers & Ottenheimer Co., successors to Elliot, Ottenheimer & Elliot, to Commonwealth Cigar Co., Inc., Lancaster, Pa., August 5, 1921.

GRAN HUMO:—30,912 (Tobacco Journal). For cigars, cigarettes and tobacco. Registered November 10, 1905, by A. J. Kraussman, New York City. By various transfers acquired by S. H. Bijur, New York City, and re-transferred to the Mazer Cigar Mfg. Co., Detroit, Mich., August 1, 1921.

JANO:—34,039 (Tobacco Journal). For cigars, cigarettes, cheroots and tobacco. Registered March 16, 1908, by Heywood, Strasser & Voigt Litho. Co., New York City. Transferred to Elliot, Ottenheimer & Elliot, Inc., December 9, 1910, and re-transferred by Bowers & Ottenheimer Co., successors to Elliot, Ottenheimer & Elliot, to Commonwealth Cigar Co., Inc., Lancaster, Pa., August 5, 1921.

THE DOCTOR:—1998 (U. S. Tobacco Journal). For cigars. Registered by Schwarz Bros., New York City, April 22, 1884. Transferred to Walter S. Bare, Lititz, Pa., April 9, 1904, and re-transferred to H. Raymond Meiskey, Lititz, Pa., October 8, 1920.

TOBACCO MERCHANTS' ASSOCIATION OF ALLEGHENY COUNTY

The Tobacco Merchants' Association of Allegheny County was recently organized at Pittsburgh, Pa., with a membership of seventy, which has doubtless increased. The association was organized for mutual benefit and a committee on ways and means appointed. Charles J. Moye, of Charles J. Moye and Company, was elected president.

VISITORS FROM PORTO RICO

A number of tobacco growers from Porto Rico are at present visiting New York and Philadelphia, among which are Agustin Echevarria, of Arangundo and Company, Cayey; Nicolas Ortiz, of Ortiz Brothers, Aibonito; Leonardo Valiente, of Corozal, and E. Gonzalez, Juncos. They are a unit in declaring that this year's crop is of an exceedingly high standard and they naturally expect good prices under the circumstances.

ADVERTISING A GUARANTEE OF MERIT

With some exceptions we heartily approve the two following paragraphs from an article by H. K. Boice in the *Southwestern Grocer:*

"The advertising of merchandising is the consumers' guarantee of merit.

"In buying advertised products, the consumer makes sure of goods manufactured on honor and sold on honor. He has the price advantage that comes from the big market built by the manufacturers' advertising, which, by increasing the output, decreases the cost of each package or article, and enables the manufacturer to take a smaller individual profit on account of his great volume of business."

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
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VOLUME 41 NO. 18

The TOBACCO WORLD

SEPTEMBER 15, 1921

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ESTAMPA DE GARANTIA
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We make Camels as good as it's possible to make a cigarette. We put the utmost quality into this one brand. Back of it lies all the manufacturing skill of a tremendous organization, as well as a lifelong knowledge of fine tobaccos.

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Volume 41

THE TOBACCO WORLD

Number 18

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, SEPTEMBER 15, 1921 Foreign $3.50

EDITORIAL COMMENT

WHILE the long strike in Tampa curtailed orders, at the same time the members of the Cigar Manufacturers' Association of that city received a tremendous amount of publicity through the newspapers and business journals, which has had the effect of arousing considerable interest all over the United States, in the progress made by the association since the end of the strike.

The Cigar Manufacturers' Association has worked steadily at the task of rebuilding its trade channels and the various manufacturers in that city all sound a note of optimism in their anticipation of future conditions.

For the fine holiday trade Tampa brands have long held the leading position. In July and August of each year the bulk of the orders for the holiday trade usually arrive.

However, it was well into August this year before these orders began to come in, and until the past ten days they did not arrive in any quantity. In fact, even now they do not approximte the totals of former years.

With a general improvement noted in business there is every reason to believe that the holiday trade will be good. This means of course a proportionate demand for Tampa brands.

The wholesale and retail trade will protect itself advantageously by placing their orders with Tampa without further delay. But little more than sixty days remain to insure the arrival of such orders in ample time for holiday display.

Reductions have been made generally and there is no hope that there will be any lower prices. On the other hand, while the Tampa industry is moving along slowly with ample workmen to fill all orders at this time, a rush of orders from all parts of the country in the last thirty days preceding the holidays would undoubtedly strain the production to the utmost, if it did not result in some disappointments.

As a matter of good business and protection to the consumer, orders for Tampa brands to be used for the holiday trade should be placed without further delay.

IT is of more than passing interest to the cigar manufacturers to note that Section 404 of the pending tariff bill proposes an import duty on cedar logs.

The importers who are strenuously objecting to the imposition of this ten per cent. duty point out that neither under Republican nor Democratic administrations—since the Civil War—has it been the policy to impose a duty on a raw material not produced or producible in this country.

Aside from this fact that while the proposed duty would increase the cost of the article, the Government would actually get little if any real revenue from it.

Should such a tax be put on it, it would force the conversion of these logs into the manufactured article in foreign countries where cheap labor is obtainable. Whether manufactured in or out of the country, it would serve to increase the cost of the product. This increased cost would ultimately rest upon the buyer of the finished article.

By increasing the cost of the manufactured article, it would, naturally, curtail production and add to the unemployment throughout the country.

There is an objection to the manufacture of cedar in tropical countries because the hot climates have a tendency to aggravate the gum tendencies, so difficult to combat.

Importers do not consider it a practical proposition to manufacture and grade in foreign countries in a way acceptable and practical for the United States market. This is bound to hamper the distribution and economy in the use of particular grades and particular types of cedar peculiar to each individual cigar box factory.

There is every reason to believe that the Senate Finance Committee will seriously consider protests from the cigar manufacturing industry, and those manufacturers using cedar cigar boxes, wholly or in part, can help themselves by taking up the matter of filing protests, with their individual cigar box manufacturers.

Tampa Notes

Tampa, Fla., September 10th.

THE past ten days have been encouraging ones for most of the factories, as there has been some improvement in orders, although the holiday business is still coming slowly. General orders, however, are showing some strength.

The improvement is reflected in the cigar box factories which report last week as being the best in some time.

Acknowledgment has just been received of the appointment of George F. Weidman, of Weidman, Fisher and Company cigar box manufacturers, as National Councillor for the Tampa Board of Trade in the Chamber of Commerce of the United States.

The Tampa cigar manufacturers have been bending every effort to send out only cigars of the finest quality and workmanship to their trade. Apparently the consumer has shown his appreciation of the excellence of Tampa goods for orders for the finer sizes are beginning to come to hand.

While the long strike struck a serious blow to the sales of Tampa's most famous brands, the manufacturers generally are confident that the superiority of their goods will eventually re-establish their cigars with those smokers who seek quality and value.

The Cigar Manufacturers' Association of Tampa held an election of officers on the 3d following the resignation of Jose Escalante as president. Laureano Torres, manager of the factories of E. Regensburg & Sons was elected to fill the vacancy. Enrique Pendas, local head of the factories of the Havana-American Company, formerly treasurer, was elected vice president, succeeding Mariano Alvarez. Angel L. Cuesta, Jr. was elected treasurer to succeed Mr. Pendas. Frank Diaz, of V. Guerra, Diaz and Company, and Manuel Alvarez, were elected to the Board of Directors.

Jose Escalante who recently returned from a visit to the trade in the North and Middle West, felt that after assuming the burdens of the presidency throughout the long strike that he was entitled to a rest.

President Torres, on the first day he held office, distinguished himself by outwitting bandits who attempted to hold up the car in which he was riding with the pay roll for the Regensburg factories. About 9.30 A. M., while going over Howard Avenue into West Tampa, about two blocks from Grand Central, a car backed out of a side street and blocked traffic. Just at this point there is a heavy growth of high weeds and bushes and from this four men emerged and opened fire on the occupants of the pay car, which contained Mr. Torres, G. L. Brightwell, Luther M. Davis and the negro chauffeur. Mr. Torres and Brightwell immediately opened fire with their revolvers as the bandits advanced. Mr. Davis received a scratch wound while a bullet struck the chauffeur in the shoulder. A bullet from Brightwell's .45 broke the leg of one of the bandits and the rest fled, deserting the wounded robber. He was later captured together with two others alleged to be his companions. The pay car contained $30,000, and the attempted robbery was one of the most daring in the city's history. Manager Torres has been warmly praised for his plucky defense of the pay roll. This week the weeds and brush are being cut away along Howard Avenue.

Further encouragement has been given the industries of Tampa by the announcement of the Mallory Line, that it will put on all the boats necessary to handle Tampa freight going by water. It is also understood that the Mallory Line does not intend to increase its freight rates. This is good news in view of the exhorbitant railroad freight rates.

After a business trip in New York, Harry Roberts, president of J. W. Roberts & Son, returned to Tampa this week after a stay of several weeks.

Bert Loewenthal, one of the live wire members of the leaf tobacco firm of S. Loewenthal & Sons, has just arrived for a few days. He says he is here to take care of some orders he has received and look after additional business. Another indication that the gradual improvement in business conditions generally is being reflected in some of the local factories.

Celestino Lopez, of Arguelles, Lopez & Brother, has just arrived from New York for an extended stay.

H. L. Bush, representing the Liberman Manufacturing Company, of Philadelphia, is visiting the cigar manufacturers here.

At the factory of Cuesta, Rey and Company, A. L. Cuesta, Jr., stated that the past week has shown a daily improvement in orders. He pointed to the fact that orders recently received from accounts that had not purchased their goods for two years indicated that clear Havana cigars, made in Tampa, are regaining their popularity.

Mariano Alvarez, general manager of the "Optimo" factory, was in splendid spirits following some large orders received from their salesmen. Business, says Mr. Alvarez, is very satisfactory.

Val M. Antuono, manufacturer of the "C. H. S." and other brands, is getting down to hard work following his return from an extended trip to Europe. Orders are improving slowly and Mr. Antuono looks forward to good business for the next two or three months.

A cablegram was received here on Tuesday, September 13th, announcing the death of Colonel Alvaro Garcia in Spain. Colonel Garcia was the head of the Clear Havana house of Garcia & Vega, and was very widely known in the trade. As a mark of respect the Garcia & Vega factory was closed all day Wednesday.

J. H. Mason, who operates the cigar stand in the De Soto Hotel, has opened a Martha Washington store here which is claimed to be the most elaborate refreshment place in the South. Two cigar stands have been placed in the store and Mr. Mason says Tampa cigars will have preference at all times. Such famous Tampa brands as "Sanchez y Haya," "Lozano," "Cuesta-Rey," "Jose Vila," "Charles the Great," "Admiration," "Americus," "L-A," "Tampa Nuggets," "Hav-a-Tampa" and "Usacuba" are to be had at Mr. Mason's stands.

Boost Tampa cigars and contribute to Tampa's prosperity.

EL ALMIRANTE.

DO NOT ROCK THE BOAT

The rocks aren't all out of the harbor; the channel to normal times isn't fully dredged, but sailing is much less uncertain than it was three months ago and the business boat guided by a sane pilot has every chance of getting safely to port.—*Demuth's Pipe Organ.*

Happenings at Washington of Trade Interest

(Special from THE TOBACCO WORLD's Washington Bureau.)

Washington, D. C.

REDUCTIONS in the proposed duties on leaf and manufactured tobacco from Cuba have been requested of the Ways and Means and Finance Committees in a memorandum submitted to Secretary of State Hughes by Don Carlos Manuel de Cespedes, Cuban Minister to the United States, on behalf of a Cuban Commercial Mission which visited this country last month and which included in its membership M. E. Canle, representing the Association of Tobacco Manufacturers, and Ladislao Menendez, representing the Association of Tobacco Growers and Packers.

The leaf tobacco interests, it was asserted in the memorandum submitted to Secretary Hughes, are suffering under the same adverse conditions as all other interests in Cuba by reason of deflation of prices as an aftermath of the war. The holders of this commodity, it is asserted, whether in Cuba or in this country, had to suffer enormous losses in order to dispose of their holdings. The proposed increases of ten cents a pound on unstemmed leaf and stemmed tobacco, carried in the Fordney tariff bill, will be detrimental to all concerned, it is stated, and it is urged that the rates in the 1913 bill be retained.

In discussing the rate on cigars it is asserted that the Havana manufacturer is not a competitor of the domestic manufacturer because of the much higher prices for which the cigars of the former are retailed. It is asked that the duty, if not reduced to meet present conditions in the island, at least shall not be increased.

Following is the brief submitted by the mission in regard to leaf tobacco and cigars:

LEAF TOBACCO.

"The Leaf Tobacco interests of the Island of Cuba are suffering under the same adverse conditions as all other interests in the Republic by reason of deflation of prices as an aftermath of the Great War. The holders of this commodity, whether in Cuba or in this country, had to suffer enormous losses in order to dispose of their holdings. To make matters worse, we see with apprehension that the proposed Fordney Tariff Act increases considerably the import duties on our raw products as follows:

"On the unstemmed leaf from 35 cents a pound to 45 cents.

"On scrap tobacco from 35 cents a pound to 55 cents.

"On stemmed tobacco from 50 cents a pound to 60 cents.

"We purposely omit all reference to wrapper tobacco because most of it is consumed by the cigar manufacturers of Havana.

"We also wish to omit all reference to the 20 per cent. allowance on above duties conceded to us by the Reciprocity Treaty, since similar concessions are made in our tariff to American products.

"Our exports to the United States during the last fifteen years averaged 22,000,000 pounds of filler tobacco. The average cost price in Cuba was 63 cents a pound, adding the net duty of 28 cents; the landing price amounts to 91 cents. The average price paid to American farmers for filler tobacco is not above 20 cents, leaving a margin of 71 cents, which is over 400 per centum. on the American farmers' price. To insinuate that our fillers compete with American fillers is completely out of the question. Our only competition is God's gift to Cuban soil, which produces the unique aromatic leaf solicited the world over and is a necessity for blending with the domestic production in the manufacture of cigars.

"Our leaf tobacco is the standard leaf of the world. In vain have all countries made every effort to produce the equal to the Cuban article. Our leaf stands today where it stood years and years ago as the unrivaled tobacco of the world. No wonder that in a recent convention in Washington the tobacco manufacturers of the United States declared unanimously that our leaf was essential in the manufacture of their products.

"The quotations given above prove conclusively that the filler tobacco agricultural interests of America are not in competition with those of the Island of Cuba. The range of prices is so distant from one another that it precludes all monetary competition. We are convinced that the blending of our leaf is more helpful than detrimental to the American grower of tobacco. It is this blending that helps to create the demand for the domestic leaf. Without it, the American manufacturer would be at sea to produce the improved article that the American consumer demands. The elimination of our aromatic leaf in domestic cigars would ruin many American manufacturers, and it would decrease the consumption of cigars so considerably that the American farmers themselves would of necessity appeal for its re-introduction to help them to market their leaf in the enormous proportion it has attained of recent years. This country produces yearly on an average 300,000,000 pounds. Cuba sends to this country on an average 22,000,000 pounds, or about 7 per cent of the American production. The 8,000,000,000 cigars made here require 160,000,000 pounds of filler tobacco, the domestic farmer furnishing 138,000,000 pounds, or 86 per cent, and Cuba 22,000,000 pounds, or 14 per cent. The proposed increase in the tariff will naturally have the effect of reducing the importation of our leaf, with the consequent deterioration of the domestic product and diminished consumption.

"The American farmer will notice the decreased demand for his own fillers to a larger extent than the Cuban producer, thus making it a hardship for the agricultural interests of both countries. The increased tariff rate will not bring greater revenue, for the same reason.

"With all this data in view, the Cuban Commercial Mission most earnestly requests that the rates in the tariff of 1913 on leaf tobacco be restored.

"These rates prevailed during the last fifty years and over, and the business between both countries is established upon this basis. The proposed changes will be detrimental to all concerned, including the American farmer, without creating a larger revenue to the Government; as a matter of fact, it will produce less revenue than is now collected.

CUBAN CIGARS.

"The cigar industry of the Island of Cuba, exclusively located at Havana, from which city it derives the name well-known all over the world, has been in a deplorable condition for the last thirty years, or ever since the McKinley tariff bill became a law, imposing on imported cigars the enormous duty of $4.50 per pound and 25 per cent. ad valorem. This duty meant at that time 100 per cent. increase on the value of the cigars at the Havana factory. It was claimed then that the American cigar industry was in its infancy and that it needed a large measure of protection. This secured under said tariff law a great benefit to the American cigar industry in that it developed into strong manhood, having produced—as per returns of the Internal Revenue Department—over 8,000,000,000 cigars in the fiscal year 1919-1920. In this same period Cuba sent to the United States not more than 45,000,000 cigars, or a little over one-half of one per centum of the whole American output. In other words, Cuba sent to America five cigars for every thousand manufactured here. The same figures may apply with little variation to the previous twenty-nine years. The same Internal Revenue returns show that all our cigars have come under Class E, paying $15 per thousand because of their retail price at 20 cents or more apiece. In the same Class E the American manufacturer produced 7,000,000 cigars, which, it is not unreasonable to figure, were retailed at the most at 25 cents each. On the other hand our 45,000,000 cigars were retailed in the following proportion:

"Ten per centum at 30 cents apiece.

"Eighty per centum at 35 cents apiece.

"Ten per centum at 40, 50 and 60 cents apiece.

"We may safely say in accordance with these figures that our Havana cigars are retailed on an average at 40 cents each.

"The same Internal Revenue returns show that the cigars under Class D—to be retailed at 15 cents and not over 20 cents—amounted to 88,000,000. Both classes D and E together amount to 140,000,000 cigars. Deducting therefrom the 45,000,000 of our last year's export to America, the output of the American manufacturer is 95,000,000 cigars. If through concessions in the proposed Fordney tariff we were enabled to ship those 95,000,000 cigars over and above our supply, it would only mean a shrinkage of 1 per centum in the whole production of domestic cigars, shrinkage that would hardly be noticed in the ever-increasing production of the great domestic industry.

"To give an illustration of the heavy burden imposed on our industry by the actual tariff rates, the same as proposed in the Fordney tariff, we will take as an example 1000 Perfectos, the most popular of our sizes, which covers the larger part of the 45,000,000 cigars imported in this country. These cigars are worth in Havana to the American importer $125.40. The full duty amounts to $104.50, or 83.60 per cent. on the value. The actual duty, *i. e.*, with 20 per cent. off due to the existing Reciprocity Treaty with Cuba, amounts to $84, or 67 per cent. of the value. The landed price of these cigars is $209,—or $224,—adding the $15—Internal Revenue. These cigars pass through the hands of the importer and the jobber to the retailer, who sells them at 35 cents each. If these same cigars were to be manufactured here with exactly the same leaf used by the Cuban manufacturer, the duty on the raw material would be no more than $10,—at the proposed rates of the Fordney tariff. Adding these $10 to the net value of said 1000 Perfectos, the American manufacturer would have to charge $135.40, thus making the same profit as the Cuban manufacturer. Between this price and the $209, landed cost of the Cuban Perfectos, there is a margin of $73.60 in favor of the American manufacturer, or over 58 per centum protection, on the $124.50 of the Havana cost at the factory. Under such conditions the Havana manufacturer is not a competitor of the domestic manufacturer.

"On two occasions appeals have been made to Congress to take this matter into consideration. At the time of the Underwood tariff the importers of cigars presented data to the Ways and Means Committee to prove that a reduction on the duty to $3 per pound would insure a large revenue and still leave a fair margin of protection to the domestic manufacturer. Recently another appeal was made to the same committee by the Imported Cigar Committee of the American Tobacco Merchants' Association offering extensive and new data and requesting the same duty as above of $3 per pound, eliminating all ad valorem charges. Yet the duty stands today on the prospective Fordney tariff as it stood thirty years ago, when the infancy of the American Industry called for due protection.

"We are not able to specify now what the duties should be on our cigars. We ask only in the name of this Cuban industry, still more sorely tried under present adverse circumstances, to extend to our products an equitable consideration; not to levy on them prohibitive duties such as shown in the foregoing lines; to help us to work if not to prosper, although if prosperity should come to us it would also mean prosperity for your own industries, in which our full purchasing power is spent, as it has been shown in recent years.

"We, therefore, respectfully submit that the present duty, if not reduced to meet our present economic depression, should at least not be revised upward to the detriment of this industry in Cuba and the United States."

C. L. L.

"LLOYD GEORGE" CIGARS

A visitor to the House of Commons exhibited on the Terrace, on August 9th, a box of German-made cigars he had bought at The Hague, evidently prepared for the English market. They would be cheap to buy; as to the flavor, the verdict was not wholly satisfactory. They are called "Lloyd George" cigars, and the box is gaudy, not to say obtrusively extravagant, in color. There is a picture of the Prime Minister, copied evidently from an old photograph, and he is described as the "Minister of Victory."—London *Tobacco*.

Business Building

By a trained Business Man and Advertiser

Written especially for THE TOBACCO WORLD

by A.E.P.

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WHAT will make the public buy?" asked a business speaker?

The question is what the lawyers call "leading one." It is direct. It goes right to the heart of the problem. It is a question you should ask yourself, ask many times a day and continue asking until you have evolved an answer from the depth of your business consciousness. For if you can find an answer it will make a sound like real money. It will enlarge your sales, it will increase your profits, it will put your business on a better basis and in many ways it will be altogether lovely.

I can't answer the question, but perhaps it will assist you to answer if a number of questions are put to you in order to concentrate your mind upon the subject. Here they are:

Will catchy placards in your window make them buy? Will the elaborate decoration of your store? The display of a large variety of goods? The display of one special brand? The mailing of a cordial postal to men in your locality? A big cut in price of some style, with large window placard announcement? The pushing of low-priced goods at a low price? The pushing of fine goods at a fair price?

Give these queries much thought. Find an answer. Follow it up by action.

THE world do move. Now some of the large railroads have compartments in their Pullmans for lady smokers, and the progressive hotels are planning beautiful smoking rooms for their fair guests.

Even the women who never dream of smoking wax indignant as a wet hen when they reflect that a benighted Congressman endeavored to pass a law that women should not smoke in the District of Columbia. They don't want their rights infringed, even though they do not exercise those rights.

But the progress of the world is effecting many more changes than those mentioned above.

The world ever grows more particular. It continually wants things better, finer than they were before. In time there will be a recession in the price of cigars—which does not mean, however, that there will be a recession in quality. The world will grow particular as to the price, but not careless as to the quality of its smoke.

If you are a manufacturer continue to cultivate your finicky quality. Be particular of the stock you purchase. Don't permit any let-down. And when the time comes to make up the stock it will be the part of wisdom to still continue "that particular feeling," and thus cater to the desires of smokers who ever grow more particular.

HOW times change to be sure. The other evening I entered a restaurant. Expensively-garbed ladies and gentlemen were sitting at the tables, and almost every man was contentedly smoking, without a thought of objection from any one.

This reminded me of a story in vogue many years ago. A lady entered a parlor car. The only other occupant was a short, stocky, bearded man, who was peacefully smoking a cigar. She approached him and said severely: "Sir, you are evidently a foreigner. In this country gentlemen do not smoke in the presence of ladies."

The "foreigner" apologized and threw his cigar away, and the lady later learned that it was President Grant.

The Canadian Pacific Railroad recently announced that it had recognized the changed customs and is now providing smoking compartments for women in its parlor cars.

We must remember that many other customs have changed almost as radically as the above. Business methods are in a continual state of flux, and the methods which scored a big success in the past may lead to failure in the future.

Therefore the order of the day is: Keep your eye peeled.

IT is a fact that the greatest factor in the success of your business is your personality—and one of the greatest factors of your personality is your talk.

Your talk, therefore, is very important—very. It can make a sound like real money, or it can cause most of your customers to give you the absent treatment.

It is very important for you to be a good talker. Did you ever reflect that you cannot be first class in anything without a great deal of study and a great deal of practice? You think you are a good talker. Everybody does—except those who really are good talkers. But if you never studied the art, and never practiced it with sweat and blood and toil, then the conclusion is that you are not in the class of "accomplished conversationalists."

Learn to talk, therefore.

It is an art, and a very difficult one. It will take much effort and a long time, but it is well worth it. Here are a few things to learn.

Learn more words than you know. Learn their meaning. Learn how to pronounce them clearly and correctly. Learn the proper speed—not too fast, not too slow. Learn to talk without hesitation or groping for ideas and words. Train your voice to have a pleasing note. Don't talk too low or too loud. Learn

to have an animated face and a bright eye as you talk. Look at the mouth or in the eye of the person you are talking to. Learn to have a pleasant expression and to smile at the right times. Learn to have your body at ease while talking. Learn to gesture just a trifle. Learn to say things which please and which will not smart or hurt. And above all, learn to listen with sympathetic interest to what the other party says when he talks, and do not interrupt him. Form the habit of studying the words and actions of fluent talkers and public speakers.

These are a few of the many things one must learn to become a good talker.

I'VE got an idea. And I've just got to get it out of my system; so here goes.

I'm forming a National Association, and I want you to join. It is a reform movement, which is strictly in line with the thoughts of today. It's a big idea, and it's this.

REFORM THE REFORMERS.

Those valuable citizens—the reformers—are getting so strenuous and reforming so many of us and so many things that a quiet, peaceable, respectable, garden variety of man, like you and me, just dassent do a blamed thing for fear the reformers will get him.

Let us get up an association of 10,000,000 people with the sole idea of Reforming the Reformers. We won't stop them from reforming, for reforming in moderation is good. But we will have them use moderation; confine them to commonsense things and commonsense methods; restrain them in their foolish impetuosity; teach them that we are imperfect men, not angels, and they can't make us absolutely perfect.

And here is the beauty of the idea. We will get the reformers themselvs to join our association; they will fall for anything with name of "reform," and then we will have the reformers reforming the reformers while we go about our own affairs in peace and happiness.

Send in your application. No dues, no entrance fees.

THE NEW "BULL"

THE world famous "Bull," and its most famous trade-mark which has characterized the package and advertising of BULL DURHAM SMOKING TOBACCO ever since it was first manufactured publicly in 1864 has been recently repainted and will soon make its appearance in a nation-wide billboard advertising campaign.

Attention was first attracted to this tobacco about seventy-five years ago but it was not until during the Civil War that it came into any prominence. James R. Green, a large tobacco grower of Durham Station, N. C., was making a high grade granulated tobacco at this time which was limited in distribution to his friends and acquaintances. Then came the war and Sherman's march to the sea—Yankees and Confederates alike helped themselves to Green's prized tobacco. Johnson's skirmishers took some and Sherman's foragers took some more. Finally all the tobacco on hand was taken and poor Green considered himself ruined. Then came peace, and with every mail Green was flooded with letters and inquiries about "the tobacco manufactured at Durham Station." This multitude of orders caused Green to get busy and set him once more on his feet.

The question then came up as to what the tobacco should be called (Green having gone into its manufacture in real earnest now). This discussion arose one day as he was having dinner with a friend—the friend noticing a mustard pot on the table which had a picture of a bull on the label, said "Why not call it 'Bull'—'Bull Durham' and make the trade-mark a Durham Bull"? This settled the question, BULL DURHAM it was and has remained from that day to this.

The famous "Bull" brand was first officially registered in 1866 and sign board advertising was carried on throughout the country at the inception of W. T. Blackwell, a famous tobacco man and a pioneer in the national advertising of tobacco. This was the start—the shove that set the ball rolling which has for so many years made the famous "Bull" known 'round the world.

In the beginning a rather crude drawing was made to serve for the trade-mark and for advertising purposes. The "Bull" was not uniform in all parts of the country, since each sign painter had his own notion of how a bull should look, and every printer seemed to print the trade-mark differently. This rather chaotic condition of things continued down until the present president of The American Tobacco Company, Mr. Percival S. Hill, decided that a standard model should be made which would be made to serve for the trade-mark and all advertising uses. To accomplish this end, he obtained the services of Rosa Bonheur, one of the most famous delineators of animal life the world has ever known. This famous French artist created an original statuette of the "Bull" in marble, which was adopted as the final word. This original model resides today in the president's office in New York City.

Finally, it was decided that the current portrayals of the famous "Bull" needed new life—that he was not sufficiently impressive or realistic. Many efforts were made to accomplish this end without great success. Finally Mayo Bunker, a famous advertising artist, was called in and he has improved upon this great advertising trade-mark.

The changes have not been so radical that the old friend cannot be easily recognized but finally after his progression down through many years he has become a real live snorting "bull" and will proclaim the famous BULL DURHAM SMOKING TOBACCO in a more effective manner than ever before.

FROM SAWDUST FLOORS TO MARBLE

That heading is from the *Daily Times*, of Davenport, Iowa, and it refers to the remarkable progress of The Martin Cigar Company, of that city, in the course of seventeen years.

The first store was opened New Year's Day, 1905: it was unfinished, hence the sawdust, but well furnished, hence the good start. Now the company claims that No. 19, at Third and Brady Streets, is "the most beautiful cigar store in America." We thought Yahn and Donnell had it here in Philadelphia, but that is all right.

The Martin Cigar Company has branch stores in Rock Island, Moline and Decatur, Ill., and a high reputation for quality and service.

The Auction Floor in Dixie

THE apparent passing into a sad memory of the Lancaster Auction Sales enterprise, by the appointment of a receiver, is another, and somewhat striking example, of the fact that some methods succeed in some territories and are rank failures in others.

We are constantly receiving articles, pamphlets, magazines and advertisements of books on salesmanship. Passing up the others, we beg indulgence for a few remarks on articles. From the viewpoint of an old-timer on the march or scout of the grand army of drummers, almost none of these articles "offered at our usual rates," presenting formulas and prescriptions for selling goods, has been written by a real salesman.

It is not necessary to go beyond a few opening paragraphs, to attach a "not available at present," on the manuscript, and send it back with more or less sincere regrets to the anxious author.

The auction sales floor is, was, and we think will continue to be, a southern institution. The present agitation against it, we believe, is the result of a series of circumstances not likely to recur. Principally the war with its excessive prices, followed by overplanting, careless handling, an enormous surplus and the failure of the foreign demand.

It will survive because it is imbedded in the hearts of the farmers by ancient custom as well as modern. In a recent advertisement of the Universal Tobacco Machine there was a reproduction of an old wood-cut showing a "white woman" on the auction block, and the inscription said: "During the early days of Virginia, a thriving business was done in transporting women from England to become the wives of the Colonists. Tobacco, as one of the foremost products of the new country, was a chief medium of exchange. The planters considered that a reasonable price for one of these fair immigrants was about a hundred-weight of tobacco."

Little enough for some of them and too darn much for others.

The auction sales of tobacco down in Dixie, in quite recent years, in many localities, closely resembled a county fair. The farmers, after dumping their loads gathered in groups at the mint counters for juleps and tested bottles and jugs of the old sunlit Kentucky Bourbon. Bottles and jugs degenerate and disgraced by force of fanaticism to receptacles for "white mule" or "moonshine"' but not entirely unwelcome.

An inspiring sight was that of forty or fifty farmers in the courthouse yard, with big watermelons between their legs and a wicked looking clasp knife in hand, not to forget negro boys and pigs gathering the gifts and fragments.

There is a certain excitement about a tobacco auction sale. Down in North Carolina, just over the border from South Carolina, a couple of weeks ago, growers got from $30 to $66 a hundred for their tobacco, and all of the growers got more than they expected. That section has given the co-operative sales proposition very little support. The planters down there prefer to manage their own business in the old way.

So do the Lancaster County farmers as instanced by their quite unanimous rejection of the sales-floor, which has held a high place in the estimation of the South.

Recurring to the proposition in the first paragraph of this article, that some methods succeed in some territories and are rank failures in others, there is as wide a difference between selling goods south of the Mason and Dixon line, and north of it, as between the East, especially the Northeast and the West, or between the United States and Mexico.

For instance, some years ago a salesman opened up the Ohio River trade for a London-New York house, and the territory south of it. He was very successful and got a bit cocky about it, as though he held a mortgage on the territory. This fussed up the manager; so he transferred the southern man to Massachusetts and sent his very best, New York and New England man, with quick and masterful style, to the South. In a little while he telegraphed the man in Louisville to come home and the man in Boston to take his old place.

Of course books are a help in salesmanship and so are correspondence schools when the course is written by failures who have recognized their mistakes, but most of the twaddle is absurd.

The best way to sell goods is to get orders and the man who cannot do it, might better get off the road and into some other business.

SENOR F. M. ZENO COMING TO NEW YORK

Senor F. M. Zeno, president of the Tobacco Growers' Association of Porto Rico, will shortly make a visit to New York City, for the purpose of observing the various marketing conditions of Porto Rico leaf.

Judging by the number of planters from this Island now in New York, they are resolved to study for themselves the conditions in this country and adopt the necessary measures to educate the cigar manufacturers as to the superiority of cigars blended with quality leaf from Porto Rico.

They realize that discriminating smokers unconsciously have shown a preference for cigars containing a dash of Porto Rico filler even in the finest brands, and feel that it was time the manufacturers were letting the consumer know what they were smoking instead of advertising "Clear Havana."

The Porto Rican Legislature has made a liberal appropriation to back its own express guarantee of all leaf shipped from that Island and undoubtedly the importers and cigar manufacturers will capitalize on this, by doing a little publicity work on their own account.

TOBACCO SALES IN AMSTERDAM

Consul Frank W. Mahin, Amsterdam, Netherlands, in *Commerce Reports*, August 30, reports that a summary of the tobacco sales in the Amsterdam market from January 1 to July 20, 1921, shows the continuance of high prices. The lowest price quoted was 35 Dutch cents per half kilo (14 cents American, normal exchange rate, per 1.1 pounds) for the quality marked "Q Deli en Q Langkat"; the highest, 6.07 florins ($2.44) per half kilo for "Senembah Maatschappij," both qualities being Sumatra. The average price per half kilo for the entire quantity sold was 3.55 florins ($1.43). The total sales of Sumatra during the period in question was 104,928 packages (1 package, 75 kilos, equal to 165 pounds).

Of Borneo tobacco, 1027 packages were sold, all of one kind, marked "Darvel Lahad Datu," at 3.90 florins ($1.57) per half kilo.

TAX-PAID TOBACCO PRODUCTS FOR JUNE

Products.	*June, 1920.*	*June, 1921.*
Cigars (Large):		
Class A .....No.	159,795,828	186,237,048
Class B .....No.	224,164,763	169,709,028
Class C .....No.	312,064,900	247,219,610
Class D .....No.	7,503,593	13,226,986
Class E .....No.	4,583,200	2,102,430
Total	708,112,284	618,495,102
Cigars (Small) .....No.	52,735,587	50,175,400
Cigarettes (Large) ....No.	3,128,401	3,961,560
Cigarettes (Small) ....No.	4,082,834,583	4,219,727,623
Snuff, Manufactured ..Lbs.	2,620,082	2,800,999
Tobacco Manufactured Lbs.	34,498,164	31,737,525
Playing Cards .....Packs	4,194,892	2,178,352

Porto Rico

MARCH.

Tobacco Manufactures.	*March, 1920.*	*March, 1921.*
Cigars (Large):		
Class A .....No.	3,697,525	1,431,250
Class B .....No.	3,516,850	992,800
Class C .....No.	7,251,550	3,224,550
Class D .....No.	250,100	100,500
Total	14,716,025	5,749,100
Cigars (Small) .....No.	1,000,000	.....
Cigarettes (Large) ....No.	50,000	.....
Cigarettes (Small) ....No.	100,000	.....

APRIL.

Tobacco Manufactures.	*April, 1920.*	*April, 1921.*
Cigars (Large)		
Class A .....No.	5,278,700	2,305,350
Class B .....No.	4,741,300	312,250
Class C .....No.	15,717,276	1,801,350
Class D .....No.	580,150	27,500
Total	26,317,426	4,446,450
Cigars (Small) .....No.	1,500,000	.....
Cigarettes (Small) ....No.	.....	110,000

MAY.

Tobacco Manufactures.	*May, 1920.*	*May, 1921.*
Cigars (Large):		
Class A .....No.	6,869,050	3,238,700
Class B .....No.	3,911,000	308,000
Class C .....No.	12,499,710	627,100
Class D .....No.	601,500	.....
Total	23,881,260	4,173,800
Cigars (Small) .....No.	1,000,000	500,000
Cigarettes (Large) ....No.	.....	50,000
Cigarettes (Small) ....No.	100,000	150,000

JUNE.

Tobacco Manufactures.	*June, 1920.*	*June, 1921.*
Cigars (Large):		
Class A .....No.	4,629,430	8,920,575
Class B .....No.	5,129,500	858,635
Class C .....No.	9,967,800	3,330,930
Class D .....No.	576,600	3,375
Total	20,303,330	13,113,515
Cigars (Small) .....No.	2,000,000	2,000,000
Cigarettes (Large) ....No.	.....	50,000
Cigarettes (Small) ....No.	.....	101,000

Philippine Islands

MARCH.

Tobacco Manufactures.	*March, 1920.*	*March, 1921.*
Cigars (Large):		
Class A .....No.	17,393,850	3,367,385
Class B .....No.	8,088,305	402,700
Class C .....No.	2,021,114	172,286
Class D .....No.	2,650	100
Total	27,505,919	3,942,471
Cigarettes (Small) ....No.	114,200	8,350
Tob., Manufactured ...Lbs.	.....	213

APRIL.

Tobacco Manufactures.	*April, 1920.*	*April, 1921.*
Cigars (Large):		
Class A .....No.	14,892,558	859,425
Class B .....No.	8,998,703	105,860
Class C .....No.	2,528,768	29,298
Class D .....No.	100	350
Total	26,420,129	994,933
Cigarettes (Small) ....No.	364,880	15,580
Tob. Manufactured ...Lbs.	.....	269

MAY.

Tobacco Manufactures.	*May, 1920.*	*May, 1921.*
Cigars (Large):		
Class A .....No.	20,110,145	4,546,130
Class B .....No.	10,582,542	301,950
Class C .....No.	2,806,503	34,004
Class D .....No.	1,900	250
Class E .....No.	1,000	.....
Total	33,502,090	4,882,334
Cigarettes (Large) ....No.	3,000	.....
Cigarettes (Small) ....No.	121,550	6,810
Tob., Manufactured ...Lbs.	.....	188

JUNE.

Tobacco Manufactures.	*June, 1920.*	*June, 1921.*
Cigars (Large):		
Class A .....No.	12,963,890	4,452,648
Class B .....No.	4,177,743	860,200
Class C .....No.	2,046,152	129,428
Class D .....No.	10,550	1,950
Class E .....No.	10,200	500
Total	19,208,535	5,444,726
Cigarettes (Large) ....No.	.....	800
Cigarettes (Small) ....No.	85,000	20,450
Tob., Manufactured ..Lbs.	.....	89

FARMERS' TOBACCO COMPANY REDUCES CAPITAL

The Farmers' Tobacco Warehouse Company, at Frankfort, Ky., has filed an amendment to its articles of incorporation by which the capital stock is reduced from $40,000 to $20,000.

NEW CHINESE CIGARETTE FACTORY

A large cigarette factory is said to have been recently established by Japanese at Fangtze, China, with the Taishan Mountain as a trade-mark. The principal market will be along the Kiarchow-Tsman Railway and in the Shantung district.

ARGUMENTS IS TOO EXPENSIV.

DEER JIM: Hows everything in old Pinkvill Jim? Hav they had the annuel firemens parade yet? Gee that used to be sum day Jim, and you and me was torch boys; 'member?

I was sweeping out the offis this morning when Sally cum in and I sed "Good morning Sally," and she sed "Miss Rader if you pleez."

Well I wundered how she got that way becaws when we started hom yesterday we stoppt in the greeks and I bawt her sum ice cream and we held hands under the tabel and she was as nice as pi. I says "All rite but whats the big ideea? Did your dreem book giv you sum rong dope about me?"

And she sed "My frend Persy informed me las evening that you calld me Sallyratus in his prezzents and I shall not allow that name."

"Oh splush!" I sed, "If you buleev all that nutty mut says youll be buleeving next Ide murder Missis Hecker for giving us a party. I aint menshond that name except that nite we met first and I was kidding you about it and made you mad. Whered you see Persy last nite ennyway?"

But she woodent say ennything more and I can see that Ive got to put sumthing over on Persy or He bust. Whats he butting in for ennyway. Heez too fresh. I got to do a littel detecktiv work on him. I saw him punching up a no charge sine on the cash rejjister yesterday when he had just sold a box of cigars. He bet heez crookid as a pretzel.

We got a new cash rejjister cumming ennyway, a reggular one that old Persy cant munky with. One thing about our boss, heez alwys getting the latest kinds of things for the bizness. You dont find ennything old-fashoned around our place and you dont find us trying to do work without enny tools thats rite to do it with. Ive herd the boss say moren once that if enny of us heers of a better tool or a masheen for doing enny of our work he wants us to tell him soze he can find out about it and get it if its reelly bettern what weev got. The boss aint afrade to spend a littel munny for ennything that fixes it so the fellers can work better or faster or so we can handel customers better and sho em more goods when they cum in. I spoze it takes a good deel off the proffits for a wile when he buys a new shocase or sumthing but it all cums back and brings sum more with it.

Why look how much less time you keep fokes waiting for their bill if you hav it all made out all the wile in one of theez fireproof things where every fellers account is on a sheet as fast as he buys the stuf almost. And selling stamps and maches, look how eezy it is to hav em sold by a masheen. Fokes want snappy servis nowdays. Aint it the truth Jim? Dont they like to be waited on in a minnit in a store? So the boss keeps all the time trying to fix it so we can take care of more customers and do it in less time and do it better and heez reddy to spend his munny to get that way.

I gess heed be glad if they was sum way he cood get Persy made over into a more up to date moddle so heed work fast enuf to keep up, but Persy aint heer to work fast. Heez heer becaws the boss wants to keep in rite with his sister, thats Persys mother.

Persy and Polo got into a chewing mach today and I gess theyd of ended by chewing each others eers if the boss haddent stoppt em. Persy wassent in the AEF army and he wassent in a training camp and he wassent a welfair worker or a libberty bond sailsmun and as far as Ive found out he wassent ennything but one of theez fellers that kept warm by the home fires sumbody else kept burning. And Polo is one of theez fellers that wassent ennybody in partickler before the war and got to be quite a feller over there in the Rgonny and then wassent much of ennybody after the government got thru with him becaws republicks is ungrateful. Well him and Persy argude becaws he calld Persy a slacker and Persy sed he had to take care of his mother. Good nite! His mother has to take care of him or heed starv to deth. I was just wishing Polo wood biff him one on the beene when the boss herd the noiz of battel and cum out to where Persy had started it.

I cood see the boss lissening a minnit before the rest saw him. He was getting a line on wich side was rite if he cod and I gess he diddent haf to lissen but once. Then he sed, "Ime sorry to prevent this argument from cumming to a fatel end but I cant hav arguments around the store. Its too expensiv a form of entertainment. I like Polos line of talk and I think Persy mite be bennefitted by having it work out to a conclusion but its agenst the rool. In other words, cut it out. And wile Ime talking about arguing Ive got to say that Ive seen sum of the fellers arguing a littel with customers sumtimes."

He ment Persy becaws Persy is alwys getting into a argument about wet or dry or about demmycrat and republican with fokes that cum in and sumtimes they get a littel hot under the coller.

for the bizness. Nobody dont want to be prooved ennything. They want to speek their peece and get away with it. Let em. Who cares? Weer heer to take their mummy in the cigar bizness not to edjucate the peepel in polyticks or booz.

That was a pretty good line of talk for all of us. He say so Jim. And being what it was there wassent enny chance for us to cum back with enny argument agents what the boss sed. So we shut up and so did he, and Polo and Persy is likely to cum to the end of their qwarl after hours—if Polo can get Persy to stick around, but Persy aint looking for enny bad end to his arguing. He dont want to get a poke in the jaw and buleev me Polo is sum poker wether he was a kernel or a buck privit.

You oe me 2 letters Jim. Whats the matter with your fountin pen or hav you got riters cramp riting letters to that girl that vizzited the bosses wife last munth that you diddent tell me about. O you Jim. Ime onto you. And speeking of that, Sally never sed a word to me all day today or when she left tonite. Aint that hel?

Your old pal

Bill

STATISTICAL TOBACCO BULLETIN, 1920-1921

The Statistical Tobacco Bulletin for the fiscal year 1920-1921, according to the preliminary report, issued by the United States Internal Revenue Department on September 1, contains some very interesting figures. Being a preliminary report we will include an abstract of the detailed comparison of the receipts during the period stated:

The total amount of revenue collected from the tobacco industry during the fiscal year ended June 30, 1921 was $255,218,499.96 as compared with $295,809,355.44 for the year 1920, a decrease of $40,590,855.48, or 13.7 per cent.

The greater proportion of this decrease is accounted for by the decline in the revenue returns from cigarettes and smoking and chewing tobacco; the decrease in the former amounting to about 10 per cent., or $16,208,845.18, and in the latter to approximately 20 per cent., or $15,333,165.48, making an aggregate decrease of $31,542,010.66, or 77 per cent. of the total decrease in the returns from all tobacco products.

An additional $4,347,266.69 is accounted for by the 7 per cent. decline in the cigar revenue returns from $55,423,813.93 to $51,076,547.24; while the balance is practically all made up by the $3,528,213.90 reduction in the returns from floor taxes, which is of course not a continuing item.

The quantity of tobacco withdrawn for consumption began to decline in July, 1920—the first month of the 1921 fiscal year—and every month during the entire fiscal year has recorded a decrease over the same month of the preceding year, with the result that the returns for the entire fiscal year 1921 show a decrease of 21 per cent. over the fiscal year 1920.

Cigarettes began to decline at the same time as tobacco, *viz.*, in July, 1920, but unlike tobacco the decrease has been checked.

During the first seven months of the fiscal year 1921, *i. e.*, from July, 1920 to January, 1921 inclusive, the number of cigarettes withdrawn for consumption amounted to 24,268,129,701, as compared with 30,691,557,880 during the same months of the preceding year, representing a decline of 6,423,428,179, or 29 per cent.

Beginning with February, 1921 however, the returns for each month show an increase over the same month of the preceding year, with the result that during the last five months of the fiscal year there has been an increase of 5 per cent., or 1,035,847,915 over the same five months of the previous year.

Summarized, there was a decrease of 6,423,428,179 during the first seven months of the fiscal year which was offset by an increase of 1,035,847,915 in the last five months, leaving a net decrease for the entire year of 5,387,580,264, or 11 per cent.

Cigars show a decline of 8 per cent. during the fiscal year 1921 as compared with the fiscal year 1920.

In analyzing the returns we find that during the months of July to December, 1920, which were of course included in both the calendar and fiscal years, there was an increase in the number of cigars withdrawn for consumption amounting to 14 per cent. over the number withdrawn during the same period of 1919.

Beginning with the month of December, 1920, however, withdrawals of cigars for consumption show a fluctuating decline every month to the end of the fiscal year, as compared with the same month in the preceding year. The result is that the number of cigars withdrawn for consumption during the seven month period beginning December, 1920 and ending June, 1921 shows a decrease of 1,062,623,028, or 23 per cent., as compared with the same period of the year before. With the exception of the month of December, 1920 this decline was of course not recorded in the calendar year 1920.

To summarize, the first five months of the fiscal year 1921 showed an increase of 431,049,015 cigars, whereas during the last seven months of the fiscal year there was a decrease of 1,062,623,028, or 23 per cent., making a total net decrease for the fiscal year of 631,574,013 or 8 per cent.

THE BIG TOBACCO INDUSTRY

Eighty cigars and six hundred cigarettes for each person in the United States, and four pounds of chewing tobacco for each person were produced in this country last year. These are the Census Bureau figures.

Taxes collected on tobacco amounted to 294 million dollars of which North Carolina contributed 108½ million; New York, 46½ million; Virginia, 20¾ million; Pennsylvania, 20 million; New Jersey 18¾ million; Ohio, 15 million, and Missouri 12¼ million. Eighty per cent. of the entire country's internal revenue on tobacco was collected in these seven States.

Tobacco valued at 288 million dollars was exported. Imports amounted to 98½ million dollars, barely one-third the amount of exports. Of the exports 80 per cent. were in the form of leaf tobacco, though more than a quarter of the cigarettes produced were exported.

The United States had 1,894,000 acres planted in tobacco last year and produced 1508 million pounds.

According to the Bureau of Crop Estimates of the United States Department of Agriculture the condition of the tobacco crop in Pennsylvania on September 1 was 89 per cent. of a normal indicating a yield of 1433 pounds per acre and a production of 55,027,000 pounds as compared with 60,400,000 pounds last year and 55,294,000 pounds, the average production for the past ten years.

The Factory That Has Always Stood for "Open Shop"

From the time that Val M. Antuono first started to work as an apprentice boy in the factory which he now owns, until the present day, he has always stood steadfastly for the "Open Shop."

He knows from practical experience both as a cigar worker and a manufacturer that such a system works to the advantage of every sincere, conscientious worker—under this system both employer and employee get a square deal and no autocratic "Labor Leader" reaps the harvest of efforts of the workers nor dictates to the manufacturer how he shall conduct his business.

VAL M. ANTUONO'S PRODUCTS

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DUKE OF BELCOURT CIGARS

Have demonstrated that "Open Shop" conditions can produce the highest quality products in the world and at the same time give the consumer an assured supply of his favorite "smokes."

VAL M. ANTUONO

TAMPA, FLA.

LEAF MARKET JOTTINGS

In Lancaster County and vicinity a great portion of the 1921 tobacco crop is hung in the sheds, and shows a fine maturity. The quality is a surprise to everyone, as the conditions under which it was grown allowed no bright anticipations. It is heavier than the 1920 crop and many growers think it will reach the general average weight, which is approximately 1500 pounds to the acre.

The correspondent of the *Lancaster Examiner* says that "What is now wanted is suitable weather conditions for curing. If this occurs the crop of the county, will be the best for the past ten years. Then, if the growers handle it as they should, they will have something for which they can hold for fair prices."

Some guesses are being made as to the prospects of buying and selling. As everyone knows, certain big manufacturers are always after the best of the crop, and they get it. What they pay for it is not known, which seems to be no reason for not stating it. It is safe to anticipate a slow and late general market on account of the depressed condition of business and the dullness of the domestic leaf market. While stocks in the hands of packers are moving slowly, they are not over anxious to add to them.

In Wisconsin the general situation is summed up by the editor of the *Wisconsin Tobacco Reporter* as follows:

The slowness of the market for tobacco ready for the manufacturer continues to dampen the ardor of the men who would like to take a whack at the 1921 crop. The unsold 1919 and 1920 stored in tobacco warehouses all over the State was bought at figures which does not make it pleasant to face an unwilling market. The independent packer is not looking for profits on his holdings, and his capital is pretty well tied up in the goods which fill his warehouses. That he under these circumstances is reluctant about going into the 1921 field is not strange. Money is tight everywhere, and the prospects of an ease-up in the money market, or in the industrial activities of the country before the winter sets in are not brighter than six months ago, in spite of the pious wish that we have fostered for a revival of good times. The conditions in southern Wisconsin in this respect have been better than in most sections of the country during the past year. There is no use of crapehanging; it is not a pleasant function anyway, and it is an unpopular one; but the rank and file will do wisely to take every opportunity to earn, and every measure to conserve the earnings during the fall months.

The Edgerton correspondent says no news of buying having opened has come from any section of the State, and no one is at this time making any predictions or giving out any advance information as to the time when the merchants will launch a lifting movement. The crop is a binder crop of considerable size, some say one of the most sizeable in point of binder leaf grown in many a year, and damage from hail, wind and other causes comparatively light.

In the South, markets in eastern North Carolina opened on September 6, with considerable demand for the crop. The Wilson market sold 300,000 pounds of tobacco at an average of 15 to 20 cents a pound.

The Winston-Salem and other North Carolina markets will open on September 20.

A review of the South Carolina selling season shows that as has previously been mentioned, good tobacco brought good prices and common grades very low prices and there was a considerable surplus of the latter sort.

Kinston, N. C., just over the border from South Carolina, had a favorable market, one reason of which was the better quality of the tobacco offered for sale, and most of the growers received war time prices for the best grades, from $30 to $66 per hundred.

The report of the South Carolina Department of Agriculture for July gives total sales for twenty-five markets at 8,618,834 pounds, for a total of $688,156.76. Vidalia, Ga., sold a half million pounds at from 30 to 40 cents. Lower grades at 6 cents, and tobacco worth less than that, disregarded altogether.

In the North Carolina bright belt the July prices were about 8 cents, and the estimated average for August is about 14 cents. This means 30 cents for good grades, 12 cents for medium and lower grades 3 cents or less.

In Kentucky, according to the U. S. Bureau of Market and Crop Estimates, the tobacco crop is very irregular. Some topped too low because of the drought, and some so late that a mild fall with late frosts will be required to allow full maturity. General reports are quite cheerful, Augusta and Lancaster tobacco growing fast. Midway had a hail storm that was a regular cut-up; Georgetown says excellent weather and steady improvement in the crop. Lexington complains of severe wind and hail storms in the central Blue Grass section, otherwise excellent weather and the crop much improved. About the same story comes from Versailles except that some predict a very poor quality.

Official quotations of the Louisville Leaf Tobacco Exchange are as follows: 1920 Dark Red. Trash, $3 to $6. Lugs, common, $6 and $8; medium, $9 and $13; good, $13 and 15. Leaf, common short, $7 and $9; common, $11 and $13; medium, $17 and $22; good, $25 and $30; fine and selections, $45.

1920 Bright Red. Trash, $5 and $8. Lugs, common, $9 and $12; medium, $14 and $17; good, $18 and $20. Leaf, common short, $14 and $16; common, $16 and $22; medium, $22 and $25; good, $35 and $40; fine, $55 and $60.

1920 Colory. Trash, $6.50 to $12. Lugs, common, $13 and $15; medium, $15 and $18; good, $18 and $22. Leaf, common short, $17 and $20; common, $20 and $24; medium, $25 and $35; good, $40 and $45; fine and selections, $60 and $65.

MUTUAL CONFIDENCE

All business and all friendship must be based upon mutual confidence.

Because we have conducted this company upon a basis of Guaranteed Satisfaction and fair dealing we have won the confidence of our customers.

Because we have at all times been ready with help and counsel to further their interests, we have made them our friends.

As they have progressed—so have we. Their interests have been our interests—their gains our gains.

We hold as our most valuable asset—the good will of our customers.

The American Tobacco Co.
INCORPORATED
111 Fifth Avenue, New York

HIS FACE ON EVERY BOX OF CIGARETTES

The fame of one great American is perpetuated in a somewhat ambiguous way. The portrait of De Witt Clinton appears on every package of cigarettes put up in this country. His strong face is visible daily to millions of men and women. Every smoker of cigarettes is compelled to buy a picture of the old "Canal Builder" along with his smokes. Clinton's face for at least forty years has adorned the internal revenue stamps used on all cigarettes, whether in packages of ten or two hundred or more, whether on the finest Turkish blends or on mere hay and alfalfa. It's always the same De Witt, with his left hand at the side of his face, posed either as a student of science and literature or as saluting the flag of the republic. One cannot but wonder why Clinton was selected to go on the cigarette stamp, and why there never has been a change. One wonders why he has had no competitors for the honor. Other statesmen and heroes have gotten places on postage stamps, but Clinton got as far as the cigarette revenue and stuck. A pack of "coffin nails" would look funny without him.

Clinton received another ambiguous honor in 1824 and following. A glassmaker in Coventry, Conn., blew innumerable whisky flasks with Clinton's head on one side and Lafayette's on the other, and every jolly good fellow whooped up De Witt for governor of New York and every time he raised his elbow, welcomed the Marquis to the U. S. A. Clinton was a great and good man. He had his faults, but his virtues outshone them ten to one. He did tremendous things for morals, education and commerce.—*Newark Sunday Call.*

WEATHER OR NOT

the weather has anything to do with the quality of the cigars you make, if encased in a famous California Redwood box you will know they are safe from climatic changes.

MONROE JARRETT SONS
MANUFACTURERS OF
CIGAR BOXES
S.W. COR. RANDOLPH & JEFFERSON STREETS
PHILADELPHIA, PA.

EL ROI-TAN

PERFECT CIGARS
SOLD EVERYWHERE—GOOD ANYWHERE

Notes and Comments

The Near East Tobacco Company has been incorporated in New York with a capital stock of $125,000 by W. H. Alston, E. L. Weiten and F. G. Hoyt.

The H. G. Barrick Cigar Corporation has been chartered at Pennsboro, W. Va., with a capital stock of $25,000 by Fred. W. Barrick, New Martinsville, W. Va., and M. G. Barrick, Arden, W. Va.

All the photographs of President Harding which show him on his own yacht, show him fishing, or playing golf, show him with a cigar in his mouth. We may be prejudiced, but we venture the opinion that the country is safe.—*United Shield.*

V. Blanco Sons, Fifth and Arch Streets, Philadelphia, will take over the factory of J. Beck, at 869 Belmont Avenue, and will manufacture their favorite brands on a larger scale. "La Flor de Blanco" and "Windsoria" cigars already have a considerable distribution which will be extended.

Austin, Nichols and Company, Inc., the large wholesale grocery concern of New York City, announce that they have enlisted W. W. Haynie, of the Haynie system of cigar factories, to direct their cigar department. The old brands which Austin Nichols & Co. have handled for years will be continued.

The offices of the Ruy Lopez Company, and the Havana Production Company, have been removed from 166 Front Street, New York City, to the Ruy Lopez Company's factory in Key West.

The Tobacco Products Corporation has leased the ninth floor of the new twenty-five story Fisk Building at Broadway and Fifty-seventh Street.

E. Rodriguez and Company, 458 Broome Street, New York City, have changed their firm name to La Mesilla Cigar Manufacturing Company. They have also changed the name of their "Royal Sun" to "La Mesilla."

It is reported that growing of tobacco on an extensive scale will be undertaken on a farm in Kent County, Delaware, the soil of which is considered favorable to the plant. Other sections of Delaware are also said to be suitable for the cultivation of tobacco.

It is announced that Marcelino Perez, of Marcelino Perez and Company, New York City and Tampa, and Miss Ruth Tucker, of Brooklyn, will be married on September 28. Mr. Perez is a veteran of the World War where he was in active service with the United States Navy.

At a recent meeting of the board of directors of the Cincinnati Tobacco Warehouse Company it was decided to reopen the Cincinnati hogshead burley market. The Globe Warehouse will be used at first. The date of October 5th was tentatively agreed upon for the opening sale. Announcement has been made that the warehouse is ready to receive tobacco from the country districts.

It's Got the Call Over the Counter

"Havana Ribbon"

A FIRM favorite of the cigar-wise. A good old-time quality cigar in a snappy up-to-date package. Stock up. You need "Havana Ribbon" in your business.

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Cuban Hand-Made
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The Juan F. Portuondo
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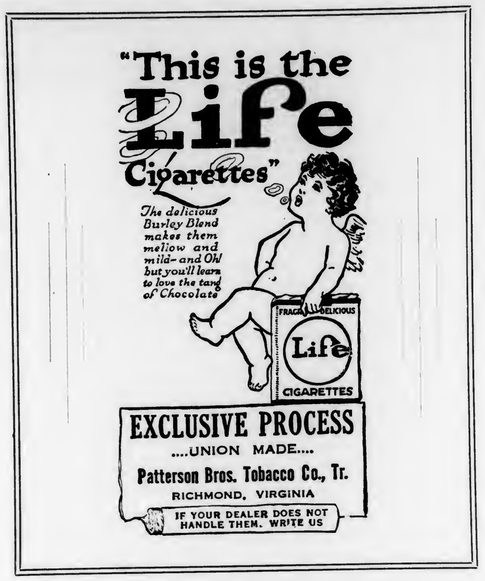
"This is the Life Cigarettes"
The delicious Burley Blend makes them mellow and mild—and Oh! but you'll learn to love the tang of Chocolate
FRAGRANT DELICIOUS
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CIGARETTES
EXCLUSIVE PROCESS
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RICHMOND, VIRGINIA
IF YOUR DEALER DOES NOT HANDLE THEM. WRITE US

MURAD
THE TURKISH CIGARETTE
Every day MURADS are held higher in the estimation of the men who smoke them.
They are the standard of Taste.
They never disappoint—never fail—never change—
They are 100% pure Turkish tobacco—of the finest varieties grown.
You are proud to smoke them in any company—on any occasion.
They are the largest selling high-grade cigarette in the world.
The cigarette smokers of America DO prefer Quality to Quantity.
"Judge for Yourself—!"
MURAD
TURKISH CIGARETTES
ARE MADE ESPECIALLY FOR THE DISCRIMINATING AND EXPERIENCED SMOKER OF HIGH GRADE TURKISH CIGARETTES
The blending is exceptional
Anargyros
THIS PACKAGE GUARANTEED
20¢
Anargyros Makers of the Highest Grade Turkish and Egyptian Cigarettes in the World

MIAMI VALLEY REPORT

THE harvesting of the 1921 crop is progressing very favorably throughout the Miami Valley, and with conditions remaining as they now are, the great part of the crop shall have been harvested within a week or two. In sections where there were indications of rust the crop has long since disappeared. In spite of the fact that the growing conditions have resulted in a comparatively poor crop for Ohio, packers are inclined to hold optimistic views for the future. With the cutting of the crop gaining momentum, packers say that the condition of the leaf tobacco market is bound to improve shortly. With the leaf tobacco situation as with any other, it has been a question of the lack of confidence destroying business, and bringing about a misunderstanding between jobber, retailer and consumer. There is no such a thing as stablized prices in the tobacco industry. To illustrate this, the writer went into a cigar store where they were selling the "San Felice" at four for a quarter, or about six cents each. A little farther on another store was selling them for seven cents, and still farther on another store was selling the same brand for eight cents. This instance is cited merely to illustrate the general unstable price conditions. As long as prices are not stabilized, there will never be the restoration of confidence that stands for the success of any business.

Because of the uncertainties of the trade, buying is progressing sluggishly at the present. Queries are coming in every day from merchants to jobbers asking if, in their opinion, prices are stabilized. Inasmuch as this plays an important part in restoring or breaking confidence, it is an important factor in business. Manufacturers are at a loss to know just how to answer these question. They know that within their own hearts, the retail business never was more insecure. The period of price adjustment in all industries of the trade has stretched into months, and this, preceded by the longer period of inflation, plus the unsettled conditions, has brought all classes of buyers to a halt. Likewise, it has made all merchants better buyers, and has created a new merchandising procedure which must be recognized by both manufacturer and jobber. It has resulted in the buyer coming into the market more frequently than formerly, more conservative buying on his part, and the placing of smaller orders instead of providing for the usual overflow to meet future needs. The general unstability of prices accounts for this. Every time a buyer wishes to make a purchase, especially those purchases with which he was wont to meet his fall requirements, he asks himself the question, "Can I buy this material with the confidence that my competitor will not be able to come along a month or two later and buy the same material at a lower price and, therefore, be able to undersell me?" In nearly all lines of trade, it is the general opinion that the "corner has been turned" and that a favorable reaction will now set in.

Cincinnati cigar manufacturers note a greatly improved cigar market situation. Cigar factories are beginning to pick up again, and it is predicted that shortly most of them will be running 100 per cent. The general opinion of manufacturers and jobbers now is that the prices that are now set, if they are set, are to prevail for the remainder of the year. If this is true, then there is to be nothing gained by waiting while there is a great deal to be lost, and those jobbers and retailers who get in their orders now to their manufacturers, and satisfy their holiday requirements will find themselves lucky.

J. J. G.

LANCASTER COUNTY STANDARDIZATION COMMITTEE REPORT

THE committee in charge of the proposed standardization of the Lancaster County tobacco crop, which is made up of representations from the Lancaster County Tobacco Growers' Association and the Lancaster Leaf Tobacco Board of Trade working in conjunction with Federal and State experts, has made public its first treatise looking toward a standard leaf.

Their inital advice to the growers follows: Pennsylvania tobacco, which is commonly used for cigar filler and binder purposes, should be allowed to stand on the field until thoroughly ripe, because if harvested immature its color will be dull, its quality inferior, and the yield low. These points cannot be too strongly impressed upon tobacco growers, because every year there are numbers of crops in Pennsylvania harvested too green, and in some cases soon after topping, mostly because of generally ungrounded fears of frost. Frost has not caused a hundredth part of the damage that poor handling and premature harvesting has.

About three to four weeks after topping the leaves begin to take on a lighter hue, changing from a deep green to a lighter shade. This is the first sign of ripening, and is followed by a mottled, swollen appearance of the leaves, which also thicken, and assume a stiff, leathery feeling, which indicates that the tobacco is ready to harvest.

Pennsylvania tobacco is harvested by cutting the stalk near the ground with long handled shears, or with hatchets. The cutting is done after the dew has dried off the leaves in the morning, and it goes without saying that the tobacco should have been suckered before any cutting is done, as the suckers will continue to grow on the stalks in the curing sheds until the plant dies. The tobacco is allowed to lay in the sun to wilt after being cut, so that the stalks may be speared without breaking too many leaves. Care must be exercised, however, not to let the tobacco lay in the sun too long, as the sun may burn it, indicated by dark brown spots on the leaves. When wilted the stalks are grasped at the butt end and strung on laths by means of a detachable iron spear fitted on one end of the leath, spearing five to six stalks per lath, according to size. Care should be taken not to thrust the spear through any of the leaves.

It is customary among tobacco growers in Lancaster County to hang the tobacco upon portable racks, known as "scaffolds" for a few days before placing it in the curing sheds, the object being to bring the tobacco to such a wilted condition that is can be placed closer in the shed, thus saving space. When ready the tobacco laths then hung upon the tobacco "ladder" or frame work fitted upon a wagon body, and conveyed to the shed.

When harvested the leaves contain from 70 to 80 per cent. of water, the greater process of curing. This process is not merely drying, but involves other processes. Tobacco can be cured in a few minutes by applying heat, but such tobacco does not show the qualities of a properly cured leaf. The curing proceeds very slowly at temperatures below 60 degrees Fahrenheit, while the drying may go on rapidly if the air entering the shed is dry; in other words, the leaf under these conditions may dry without curing. On the other hand, curing proceeds very rapidly at 80 to 100 degrees Fahrenheit, if moisture conditions are good. However, if the relative moisture exceeds 85 per cent. and the temperature is over 60 degrees Fah-

(*Continued on Page 24*)

Cigar Boxes of Quality

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FOR GENTLEMEN OF GOOD TASTE

The National Choice For a Quarter of a Century
NOW BANDED
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"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION
OF OUR PATENT AIR-PROOF POUCH
GRAVELY PLUG TOBACCO
MADE STRICTLY FOR ITS CHEWING QUALITY
WOULD NOT KEEP FRESH IN THIS SECTION.
NOW THE PATENT POUCH KEEPS IT
FRESH AND CLEAN AND GOOD
A LITTLE CHEW OF GRAVELY IS ENOUGH
AND LASTS LONGER THAN A BIG CHEW
OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Dumfries, Va.
ESTABLISHED 1870
DEPT. A

(*Continued from Page 23*)

renheit, and if the tobacco is in the yellow stage of curing, pole-burn invariably appears. This disease is nothing more than a rotting or decay of the leaf, due to micro-organism. Heat judiciously applied at this time will prevent this disease, at little cost. Experiments have shown that charcoal is best for this purpose, as it does not impart any foreign odor to the tobacco, and while comparatively safe, throws out considerable heat. A number of small fires made in holes on the ground under the tobacco are more helpful than a large fire in one place. Inexpensive heaters made of sheet iron may be used for this purpose. The firing should begin when the tobacco commences to "strut" and the temperature should be from 15 to 20 degrees higher in the shed than outside. All ventilators but the bottom and top ones should be closed. It is not necessary to keep fires going more than three to four hours every morning during foggy or rainy weather. The sheds should be constructed so that a thorough ventilating can be made, and the ventilators should fit tight, so that during wet weather the shed can be made perfectly airtight.

When the tobacco is thoroughly cured and shows no signs of "fat stems" it is taken down from the poles and made ready for stripping. If it is lacking in moisture it may be sprinkled slightly with water, but the greatest care must be exercised in this matter. A little too much water may result in "black rot" after the tobacco is packed in cases, because tobacco that feels dry in the cold shed will be found to be damp when brought into a warm room. Therefore, it is safest to use no water unless absolutely necessary, as black rot is said to cause a damage of over 10 per cent. of the crop every year. It cannot be denied that there are growers who are careless in this regard, and the complaint of the packers that too much water is used on tobacco is not wholly without truth. Before stripping is begun the stripping cellar and dampening cellar should be cleaned out thoroughly and disinfected, and kept as clean as possible. If water must be used, it should be sprinkled over the laths and the laths should be hung on tier poles, so that the surplus water may drain off. Tobacco laths should never be sprinkled on the floor. The laths may then be placed in the dampening cellar until the leaves become soft and pliable. The tobacco should be watched closely while in the cellar, and promptly removed in case it is getting too damp. As stated above, the cellar must be scrupulously clean as the moist condition of the air naturally is highly favorable to the breeding of fungous diseases.

When stripping, and during subsequent operations, the leaves must at all times be kept straight and the hands should be tied as neatly as possible, with a leaf of the same grade. Growers generally use leaves of the poorer grades for tying the better grades, which detracts from the appearance of the tobacco and is not strictly honest, as they are paid more for the better grade. Moreover, when the tobacco finally is sold to the manufacturer, he is compelled to throw out these tie leaves when preparing his tobacco. After sizing and tying the hands should be piled in straight heaps until baled, or cased, extreme care being taken to keep the leaves from wrinkling or doubling, as the shape assumed by the leaf at this time may be hard to change later on, and a neat appearance at this time helps greatly, both in selling and in the subsequent packing.

(*Continued on Page 25*)

(*Continued from Page 24*)

A bale of tobacco should not contain more than 70 pounds, and four pieces of twine should be used in tying the bale. It may then be stood on end for storing, care being taken to reverse this position occasionally. Tobacco bales should never be stored in the stripping cellar, in the mistaken notion that the tobacco will keep damp and weigh more when sold. This practice is no doubt, responsible for most of the green mould and for a good deal of the black rot. Neither should the bales be placed on top of each other, as the natural inclination of moist tobacco is to heat up, or ferment, and this condition should be avoided until the buyer gets the tobacco.—*Lancaster Examiner.*

NEWS FROM THE PHILIPPINES

The total collections from customs and internal revenue sources in the Philippines during the first half of the current year amounted to $4,700,978.50—about $1,000,000 more than the entire collections of last year's first semester. A comparative table of the collections for the last two years from January 3 to June 11, follows:

	1920.	*1921.*	*Increase.*
Customs	$3,097,955.18	$4,022,928.33	$924,973.15
Internal Revenue	715,505.23	776,050.17	60,544.94
Total	$3,813,460.41	$4,798,978.50	$985,518.09

On the last day for the payment of income tax, which was June 15 last, collections amounted to $500,000, making the total revenue from January $2,000,000. More collections are expected, it is said, as various firms and several individuals have not as yet made their payments.

At least 645 business establishments in Manila alone, paid income tax to the Government during 1920, according to the Philippine Bureau of Internal Revenue. Added to this were some 2890 persons who earned more than $2000 and $3000 during the year. Iloilo has 140 commercial houses, Cebu 84, and Batangas 41, which added to the income of the insular treasury. Around 371 persons in Cebu and many sugar planters in Negros Island are also expected to have paid.

"The forests of the Philippine Islands are valued at $400,000,000, and could well afford a good source of revenue for the Government," says the Philippine Director of Forestry.

"If these forests," he points out, "are properly handled like the forests of other countries, money could be invested on them by prospective lumber dealers by selling or leasing them. And should this happen it is a sure thing that our Government wouldn't be floating bonds in the United States as it is doing now."

Considerable reductions in the current expenses of the Philippine Government are now being made by the Philippine Emergency Board, pursuant to a policy of governmental economy adopted to tide over the effects of lowered trade. One outstanding end in view is the financing of farmers all over the country through the Philippine National Bank, sole Government depository.

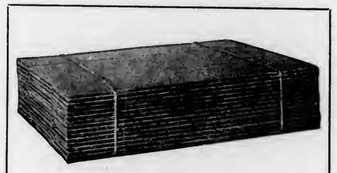
J. J. GANS & BROTHER ADD CIGARETTES

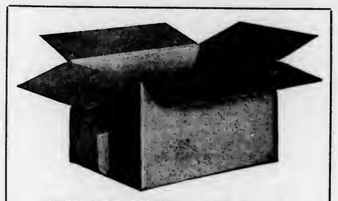
J. J. Gans & Brother of Portland, Ore., candy and cigar jobbers, recently added a tobacco and cigarette department.

Scharff-Koken Mfg. Co.
ST. LOUIS, MO.

IF YOU WANT TO SAVE TIME and MONEY
USE
Corrugated Fibre Shipping Cases

Endorsed by Manufacturers and Jobbers who have learned that "A Dollar Saved is a Dollar Made"


CORRUGATED BOXES REACH YOU IN FLAT BUNDLES, LIKE THIS


THEY ARE QUICKLY AND EASILY SET UP, LIKE THIS

More quickly packed, require less space, and are cheaper than wood.

Sealed to meet all regulations, and reduce to a minimum breakage and pilfering claims.

Guaranteed to meet all requirements of Express, Parcel Post and Freight.

Reduce *your* shipping expense. Our prices have already declined heavily, and it will pay you to investigate.

Save money by writing us today, stating method of transportation used, weight of contents, and dimensions.

Scharff-Koken Mfg. Co.
ST. LOUIS, MO.

Tobacco Merchants' Association Registration Bureau,

5 Beekman Street
NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made fo every ten (10) additional titles necessarily reported.
made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

HAVANA TASTE:—42,245. For cigars. August 20, 1921. American Box Supply Co., Detroit, Mich. The trade-mark, though apparently not heretofore registered by any of our affiliated bureaus, is claimed to have been used by Heyman Bros. & Lowenstein, New York City, for a number of years, and title thereto is claimed to have been acquired by the within named registrant through mesne transfers.

COMMERCIAL BOUQUET:—42,246. For cigars. August 8, 1921. Northwestern Cigar Co., Sinking Spring, Pa. The trade-mark, though apparently not heretofore registered by any of our affiliated bureaus, is claimed to have been used by Hirschhorn, Mack & Co., New York City, for a number of years, and title thereto is claimed to have been acquired by the within named registrant through mesne transfers.

TAMPA BAY BOUQUET:—42,247. For cigars. June 12, 1921. A. Alvarez & Co., Tampa, Fla.

FOUR BROTHERS BIG RED TEN:—42,171. For all tobacco products. June 1, 1921. Matty J. Brenner, Jersey City, N. J.

TODDLE TOP:—42,172. For all tobacco products. June 29, 1921. The Moehle Litho. Co., Brooklyn, N. Y.

LA FLOR DE LA COMPANIA DOMINGUEZ:—42,173. For cigars. June 28, 1921. J. E. Blackburn & Son, Chicago, Ill.

BANK ROLL:—42,174. For plug, fine cut, smoking and scrap tobaccos. June 29, 1921. Liggett & Myers Tobacco Co., New York City.

THE MANLIP CIGAR:—42,175. For cigars. May 23, 1921. National Cigar Stores, Philadelphia, Pa.

TETLEY:—42,176. For all tobacco products. June 27, 1921. F. M. Howell & Co., Elmira, N. Y.

KINNOUL:—42,177. For all tobacco products. June 27, 1921. F. M. Howell & Co., Elmira, N. Y.

CRUMPSALL:—42,178. For all tobacco products. June 27, 1921. F. M. Howell & Co., Elmira, N. Y.

HACKAMORE:—42,180. For all tobacco products. June 27, 1921. F. M. Howell & Co., Elmira, N. Y.

THE DROMIOS:—42,241 For cigars. August 8, 1921. H. M. Zeldenrust Co., Bethlehem, Pa. The trade-mark though apparently not heretofore registered by any of our affiliated bureaus is claimed to have been used by Strong-Marblestone Co., Cincinnati, Ohio, for a number of years, and title thereto is claimed to have been acquired by the within-named registrant through mesne transfers.

AUREATUBA:—42,243. For cigars. August 15, 1921. Geo. S. Mead, Stamford, Conn.

TRANSFERS

NEWBERDS:—23,507 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered by D. W. Fry, Spring Grove, Pa. Transferred to J. L. Butler & Bros., Reidsville, N. C., August 20, 1921.

LA MALORA:—37,069 (United Registration Bureau). For cigars, cigarettes, cheroots and tobacco. Registered November 25, 1911, by American Litho. Co., New York City. By various transfers acquired by P. Lorillard Co., New York City, and re-transferred for cigars only to Pasbach-Voice Litho. Co., Brooklyn, N. Y., July 26, 1921, and re-transferred to H. M. Zeldenrust Co., Bethlehem, Pa., August 4, 1921.

PRIMA DONA:—2317 (U. S. Tobacco Journal), for cigars, on July 10, 1884, and **35,524** (United Registration Bureau), for cigars, cigarettes and smoking tobacco, on October 18, 1909. Registered by Robt. Ulmer & Co., New York City. Transferred to Elias Cohn, August 16, 1921, and re-transferred to Morris Schwartz, New York City, August 19, 1921.

SOLITAIRE:—7560 (U. S. Tobacco Journal). For cigars. Registered January 28, 1887, by S. Seidenberg, New York City. By various transfers acquired by Pasbach-Voice Litho. Co., and re-transferred to A. Siegel & Sons, Inc., New York City, August 23, 1921.

ESPENELLA:—41,389 (Tobacco Merchants' Association). For cigars. Registered October 14, 1919, by Gradiaz, Annis & Co., New York City. (Trade-mark has been acquired by registrant by a transfer from S. G. Condit, who it is claimed has used it for many years.) This title was transferred to Johnson Bros., Sacramento, Cal., June 29, 1921.

QUEEN OF THE ANTILLES:—13,916 (Trade-Mark Record). For cigars. Registered October 20, 1894, by Geo. Schlegel, New York City. Transferred to Pent Bros. & Coleman, Philadelphia, Pa., and re-transferred to J. H. Wisler Co., Inc., Souderton, Pa., June 25, 1921.

ELITE:—41,682 (Tobacco Merchants' Association). For cigars. Registered March 26, 1920, by Mr. Klissner, New York City. Claimed to be in actual use for more than 20 years when first adapted by Rokohl Bros., from whom title was derived by registrant March 4, 1920. This title was transferred to G. Fiddelaar, New York City, May 31, 1921.

MIRACLE:—21,409 (Tobacco World). For cigars, cigarettes and cheroots. Registered January 21, 1911, by I. M. Hernandez, Philadelphia, Pa. By various transfers acquired by S. Monday & Sons, and re-transferred to H. A. Cigar Co., Philadelphia, Pa., May 15, 1920.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

The Tobacco World
Established 1891
VOLUME II SEPTEMBER 15, 1921 No. 18
TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary
Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.
Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.
PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

Members of the industry are cordially invited when in Philadelphia to make the offices of
The Tobacco World
their headquarters, and to make use of our services in any and all ways. For conferences a private office will be placed at their disposal, if desired. Remember the address, 236 Chestnut Street, Philadelphia, Pa.
Telephone, Lombard 1768

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37TH STREET
BROOKLYN, N.Y.
HIGH GRADE CIGAR LABELS AND BANDS
170 WEST RANDOLPH ST., CHICAGO, ILL.
723 BRYANT STREET, SAN FRANCISCO, CAL.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L. MANAGER
PASBACH-VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
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CIGAR LABELS - CIGAR BANDS

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CIGAR LABELS BANDS
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CIGAR BOX LABELS
BANDS AND ADVERTISING
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High Grade Cigar Labels
WE have just purchased the entire stock of the exceptionally fine line of Labels formerly lithographed and carried by Louis E. Neumann & Co. This complete line, together with our own and those formerly made by Krueger & Braun, is now being offered at exceptionally low prices to close them out. Editions run from 2000 sets upwards. **Good opportunity to obtain a private label in small lots.**
SAMPLES FURNISHED ON APPLICATION
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257 to 265 West 17th St. New York City

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MANUFACTURER OF ALL KINDS OF
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CHICAGO, 105 WEST MONROE STREET,
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SHADEGROWN

Connecticut, Florida

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Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

131-133 Water St., New York City

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VOLUME 41 NO. 19

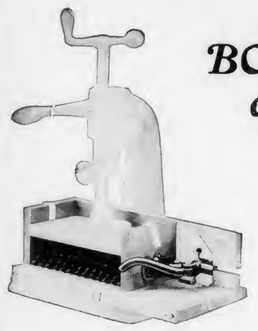
The TOBACCO WORLD

OCTOBER 1, 1921

Wolverine Packing Presses

for

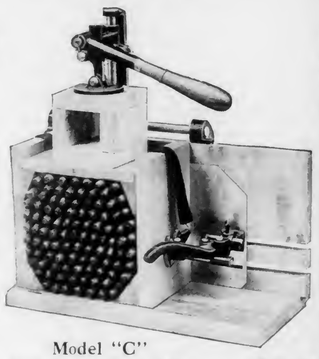
BOXES, BUNDLES and TIN CANS



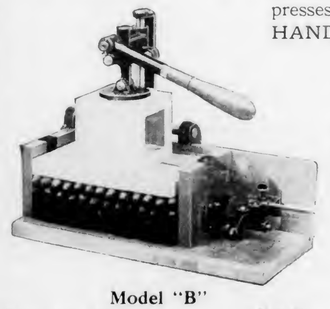
Model "A"
For 50 Cigars, - $7.50

THE WOLVERINE PACKING PRESSES have been designed to suit the needs of the individual user. Sturdily built and made to eliminate all waste motion. they represent the latest in packing equipment.

CUT DOWN YOUR PACKING COST by banding cigars before boxing them. They will lay in the box with bands face up just as you lay them in these packing presses. THIS ELIMINATES DOUBLE HANDLING.



Model "C"
For Bundles of 100, - $16.00



Model "B"
"B-1" for 50 Cigars, - $10.00
"B-2" for 100 Cigars. - 12.50

Model "E" for Round Tins

is a recent addition to our line. Made to pack 50 cigars in *any size* round tin or glass jar. Will not split or break the wrapper.

Write for our Descriptive Circular

Model "E"
For 50 Cigars in Round Tins, $35.00

PULTE-KORRECK MACHINE CO.

Manufacturers of Wolverine Bunch Breakers

GRAND RAPIDS, MICHIGAN

CHANCELLOR
Cigar

For years distinguished by its excellence
The Acknowledged Leader
Among Mild Sumatra-wrapped Havana Cigars

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Manufacturers of

HIGH-GRADE MILD HAVANA CIGARS

Under their Brands:

"SAN MARTIN y LEON"
"HOYO DE CUBA"
and
"EL BRICHE"

TOPIC
HAVANA CIGARS
10c. Straight, 13c., 2 for 25c
15c. Straight

The first choice among business men and after-dinner smokers, has met with wonderful success wherever placed : : :

Bobrow Brothers
Manufacturers
Philadelphia, Penna.
Makers of the famous "BOLD" cigar

LA PREFERENCIA. CIGAR

A SUCCESS BASED ON PERMANENT QUALITY

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PHILADELPHIA —— EST. 1850

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CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

SALESMEN WANTED

POSITION WANTED—By a competent man, who has had five years' experience superintending a factory for one of the largest cigar manufacturing concerns in the country. Same concern will furnish recommendation. Address Box 431, care of "The Tobacco World."

A Cigar Manufacturer wants to negotiate with first class salesmen, who can take on a new line of high grade cigars on commission basis. Address Box 429, care of "The Tobacco World."

A CIGAR MANUFACTURER OF FINE AND CHEAPER grades of cigars would like to negotiate with a first class and aggressive salesman who can take on a new line of high grade cigars on a commission basis. Address Box 430, care of "Tobacco World."

POSITION WANTED

EXPERIENCED TOBACCO BUYER WANTS TO BUY TOBACCO from productive Miami Valley of Ohio for established Philadelphia concern. With few exceptions the Miami Valley crop will approach its usual high standard of perfection. Concerns will do well to make known their wants early. Write Box #2, Farmersville, O., for particulars.

FOR SALE

RECEIVER'S SALE OF PROPERTY OF THE LOUIS HEITMANN COMPANY

Pursuant to the command of the order of the District Court of the United States for the Southern District of Ohio, Western Division, to me directed, I will offer for sale, the property of The Louis Heitmann Company, a manufacturer of cigars, at Dayton, Ohio, by receiving sealed bids addressed to me as such receiver, at Post Office Box 311, Dayton, Ohio, or by receiving bids delivered personally to me at any time prior to 12:00 o'clock noon on October 8th, 1921. All bids so received will be opened and read at the office of Matthews & Matthews, attorneys for the receiver, 916-920 Dayton Savings & Trust Building, Dayton, Ohio, at said time. Any person having put in a bid may, after all bids have been opened and read, orally increase his said bid.

The property to be sold consists of a going cigar factory with equipment and lands located at 915 Valley Street, Dayton, Ohio.

The property to be offered for sale is appraised at approximately $202,000.00.

Bids will be received on said property as a whole as a going concern and also on any part or parcel thereof. After said bids have been opened and read the report thereof will be made to the Court on October 10th, 1921, at 10:00 o'clock A. M., or as soon thereafter as may be; and the bid appearing to be to the best advantage of the creditors will be submitted to the Court for confirmation. The right, however, is reseved to reject any and all bids.

A complete inventory and appraisement of the property to be offered for sale is now on file with the Clerk of said Court of Dayton, Ohio, and a detailed list will be furnished upon request to the Receiver.

All bids shall be accompanied by a certified check on a national bank for approximately ten per cent. (10%) of the gross amounts of the bids. Checks so received will be promptly returned to the bidders, whose bids are rejected.

The factory and other property including the cigars, tobacco, machinery, etc., may be seen and inspected by prospective bidders by appointment with the Receiver.

The foregoing property will be sold clear and free of all liens of every kind and description.

B. OMER HOSTETTER,
Receiver of The Louis Heitmann Company.
Post Office Box 311, Dayton, Ohio.

MATTHEWS & MATTHEWS,
Attorneys for the Receiver.
916-920 Dayton Savings & Trust Bldg.,
Dayton, Ohio.

FALK TOBACCO COMPANY, Inc., NEW YORK RICHMOND, LONDON

EL ROI-TAN

PERFECT CIGARS
SOLD EVERYWHERE — GOOD ANYWHERE

ROBERT EMMET CIGARS

Nearly Three-Quarters of a Million Sold Every Month in Detroit Alone

THE secret of its wonderful popularity is in the perfect blending of choice tobaccos by Chas. J. Spietz, master blender of quality cigars for over 30 years.

BREVAS SIZE 10c
In Drums of 50

MANUFACTURED BY
SPIETZ CIGAR COMPANY
Harper & Seneca Streets Detroit, Mich.

Two National Favorites
HYGIENICALLY-MADE

WAITT & BOND **BLACKSTONE**
Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND **TOTEM**
Imported Sumatra Wrapper
Long Filler

WAITT & BOND, Inc.
NEWARK NEW JERSEY

for cigar manufacturers—cigar boxes of quality may be had on short notice. Service and quality are the mainstays of our business.

MONROE JARRETT SONS
MANUFACTURERS OF CIGAR BOXES
S.W. COR. RANDOLPH & JEFFERSON STREETS
PHILADELPHIA, PA.

LA MEGA
Clear Havana Cigar
MADE-IN-BOND

LA MEGA is made only in the finer grades.
More than 50 shapes and sizes to select from.
Prices and terms cheerfully furnished upon application.

V. GUERRA, DIAZ & CO.
TAMPA, FLA.

Volume 41

THE TOBACCO WORLD

Number 19

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, OCTOBER 1, 1921 Foreign $3.50

EDITORIAL COMMENT

FROM week to week the trade reports indicate that the clouds in the business sky are slowly clearing away and that confidence in prices is being re-established. In many lines the improvement is so gradual that it is hardly perceptible from day to day, yet from week to week the records show that the volume of business is increasing.

In the cigar industry there is still some hestancy because of the feeling that perhaps there may yet be a further decline in prices. This has had a tendency in many cases to hold stocks down below the actual requirements.

There is no doubt that this tendency has now set the telegraph wires in many parts of the country humming with "Rush" orders. This puts a hardship on the manufacturer, and it would be better for the industry generally if a small but steady stream of orders were kept flowing along rather than occasional floods of larger orders.

The possibilities of lower prices are not suggested by present conditions in the labor and supply market. It is, therefore, difficult to hold to a sound line of reasoning in defending an argument that prices will decline further in the cigar industry at this time.

Despite the experiences of the past twelve months, there is a steady improvement in trade generally and this means re-employment of labor with a continually increasing purchasing power.

We again quote the cigar manufacturer who said, "The cigar industry is usually the last to feel a depression and the first to recover from it."

The volume of orders in the cigar industry is growing steadily. During September, Tampa manufacturers have been greatly encouraged by the flow of orders for high-grade goods. This seems to indicate that those who have their pulse on trade conditions believe that there is going to be a good demand for the higher priced cigars during the holiday seasons.

We believe that the retailer and jobber is curtailing his own business, and profits, by withholding orders in anticipation of a further price decline. Any such expectation to be worthy of consideration must have something more than "a hope" for its foundation. The possiblity of a change in conditions to bring this about is not apparent.

It must also be borne in mind that to stimulate business to any great extent, reductions must be great enough to warrant a lower price to the consumer and it certainly is not in the cards for the manufacturers of standard brands to change their retail prices for some months to come.

THE consumer in all lines of trade is continually looking for the best values. He is seeking both quality and price, and he is getting more for his money than for sometime past.

In the cigar trade it is essential that the products offered to the consumer represent as far as possible full value. The cigar purchaser is notorious for buying with his eye and that means the careful selection and packing of the tops, good packages and good lithography.

Not only should the cigar manufacturer give careful attention to these things but such suppliers as the lithographers and cigar box maufacturers should make every effort to see that his products are a credit to his plant.

The manufacturers of higher grade goods, who purchase the more expensive lithography and boxes, rightfully expect that these supplies will actually represent more expense in production.

The manufacturer who gives the utmost now without endangering his profits will surely reap the benefit of his efforts.

We no longer exist in a condition where the demand exceeds the supply. Today we are in a struggle for market supremacy and success is dependent upon satisfying the consumer that he is getting the utmost for what he has to spend.

That means to the cigar trade not only quality in the cigar, but packages and lithography that will satisfy the eye of the consumer.

The Federal Cigar Company, 2894 Milwaukee Avenue, Chicago, Ill., has been incorporated with a capital of $40,000 by Anthony J. Hofka, Casimir E. Hofka and O. M. Knight.

Happenings at Washington of Trade Interest

(Special from THE TOBACCO WORLD's Washington Bureau.)

THERE is little likelihood now that there will be any new tariff legislation in the immediate future, at least not during the present year, and interest in the Fordney bill has materially lessened. It has even been predicted that the latter would be shelved permanently, although this is denied by Chairman Penrose, of the Finance Committee. However, in the event that the Fordney bill is taken as a basis for future tariff legislation it is assured that the House will not recognize the provisions when the bill gets back to it for ratification.

"The Republican members of the Senate Finance Committee have no intention of shelving the tariff bill," said Senator Penrose when interviewed on this subject. "The situation is beset with a great many difficulties. It is essential that most of the members of the Finance Committee be on the floor of the Senate while the revenue bill is up, to bear their part in debating and explaining the bill.

"J. D. Reynolds, former assistant secretary of the Treasury in charge of the division of customs, has been designated by the Secretary of the Treasury, under the direction of the Finance Committee, to mobilize the special agents provided for in the recent appropriation act to get American values for the consideration of the Finance Committee in arriving at rates to be applied upon imports.

"Mr. Reynolds has been in touch with the administrative officials at the New York custom house, from whom a large part of the information must be obtained and in consultation with whom the work must be done, and it is thought that all of the information desirable can be obtained within sixty days after the men commence operations. This will be in ample time for the Finance Committee for use in computing the rates to be applied on imports.

"The Republican members of the Committee have left it to me as chairman of the Committee as to when the tariff bill shall again be taken up. I will call another meeting of the Committee later on to discuss the matter further, in the meantime investigating the situation.

"The matter of hearings presents quite a problem," he added. "With the necessity for all members of the Committee to be on the floor of the Senate during the revenue debate, it is practically impossible to hold tariff hearings. The Committee, which is much smaller than the House Ways and Means Committee, has seldom, if ever, done much with subcommittees. Most of the members want to participate in all of the hearings as each member has certain schedules in which he has always specialized. Just how this could be adjusted I do not know.

"I am planning conferences with various organizations to secure their views and endeavor to arrive at one or two men in each group to speak for that group before the Committee rather than have a lot of men speaking as individuals. I can then tell better what procedure to follow and how rapidly the bill can be pushed. There is no intention of putting it to sleep in any way; it is just a question of getting around to it."

It is probable that the special agents gathering information as to American values will commence work around October 1 in which event they could not conclude operations before December 1. The desire of the Finance Committee is to have their report before the members before again holding hearings in order to check up testimony that will be offered by the witnesses. It is also expected that Congress will adjourn over the Christmas holidays which will leave something of a gap in the work.

Retention of the existing tobacco taxes, unchanged, as well as the present taxes on inheritances, narcotics, oleomargarine and incomes, both corporate and personal, but with a revision of the surtaxes on personal incomes with a maximum of 32 per cent. and the levying of tax on all manufactures, is provided for in a bill which has been prepared by Senator Smoot of Utah, which has been given the approval of manufacturing organizations with more than 100,000 members. Efforts were made to have the Smoot plan, as it is known, adopted by the Senate Finance Committee as a substitute for the revenue bill passed by the House, but without success, and the Senator has served notice upon the committee, of which he is a member, that he will bring his measure up in the Senate when the revenue bill is under debate and attempt to have it adopted.

The plan was urged upon the committee last month by representatives of the large manufacturers' associations, following a conference here. The program adopted by the manufacturers was submitted to the committee, which, however, refused to take any action on the matter.

The whole basis of the tax on manufactures would be embodied in one section providing that "there shall be levied, assessed, collected and paid upon every commodity manufactured, produced or imported, when sold, leased or licensed for consumption or use without further process of manufacture, a tax equivalent to (amount not stated) per cent. of the price for which such commodity is sold, leased or licensed; such tax to be paid by the manufacturer, producer or importer."

In their argument before the committee, the manufacturers showed that $1,200,000 could be raised by a three per cent. tax on manufactures; $1,275,000,000 from incomes with the surtaxes amended as suggested; $255,000,000 from the tobacco taxes; $150,000,000 from the inheritance taxes, and $400,000,000 from the increased import duties provided by the new tariff bill, a total of $3,280,000,000.

(*Continued on Page 20*)

News and Reviews from Tampa

Tampa, Fla., September 24, 1921.

TAMPA is a city of wonderful vitality and in spite of the ten months struggle the cigar industry is now forging ahead with mighty power.

For lack of an impartial analysis Tampa has been on more than one occasion misrepresented in the eyes of the trade. The object of this correspondence is to tell the truth—and nothing but the truth—to those interested in the welfare of its main industry, the manufacture of high-class cigars.

The aim of your correspondent will be to tell the readers of THE TOBACCO WORLD what is going on in our midst without mystification or bias.

The foregoing digression would seem unnecessary to those acquainted with present conditions for their loyalty to, and the confidence in the Tampa cigar manufacturers is already being demonstrated by the increasing volume of orders that the daily mail is bringing to our factories, large and small. And it is needless to say on behalf of Tampa that the manufacturers are encouraged and inspired by these evidences of confidence in them and their products.

The cigar factory workers are apparently placing more confidence in their employers, having learned from bitter experience that their leaders are not dependable. On the other hand the associated cigar manufacturers are endeavoring to co-operate with the great majority of sane workers by rewriting the basis of remuneration for the various sizes on lines of justice and fairness, hoping to pave the way to mutual understandings that will construct a new system of direct dealing. In this way it is hoped that both employer and employe will work with renewed spirit and confidence.

The soundness of Tampa can be more thoroughly understood with the aid of a brief summary for comparison between Tampa and her old sister city of Jacksonville, as given out by the Department of Commerce, showing the manufacturers of both cities for 1919. Tampa has 263 manufacturing establishments; Jacksonville has 244. Tampa has 14,291 persons engaged in manufacturing; Jacksonville has 8384. Tampa factories employ a capital of $38,826,000; Jacksonville factories employ a capital of $26,734,000. Tampa pays in wages $14,534,000; Jacksonville pays in wages $7,389,000. Tampa products are valued at $42,401,000; Jacksonville products, at $31,212,000. No more figures are necessary to demonstrate the potentiality of Tampa as an industrial city.

The only cloud that has cast a shadow of gloom upon the sky of our industrial circle, was the death in Spain of Colonel Alvaro Garcia. Immediately after the sad news reached Tampa, the Cigar Manufacturers' Association sent its condolence by wire to the bereaved family, and passed resolutions of sympathy fitting the occasion, of which a copy is herein attached.

The following are a few of the local gleams taken on the fly by your correspondent in his occasional errands among the factories: Salvador Rodriguez, the dean of the clear Havana manufacturers, will return to the factory from his summer vacation in a few days; his son Delfin has temporarily taken his place helping the local force to cope with the orders.

At Corral, Wodiska and Company, things are moving lively; their head salesman, Mr. Hammer, is taking a touring in the West, and orders are pouring in from that direction. Manuel Corral left Sunday last for Havana to look after the supply of tobacco, and will remain there for a while.

Teijeiro & Garcia is one of those newcomers to Tampa whose business have substantially improved with the move; they are operating in their own building with full force, trying to catch up with the demand for the R. T. cigars. Mr. Garcia manages the factory himself, and every detail receives his personal attention.

The factory of Grommes & Elson, another recent acquisition, is the scene of great activity. Mr. Fernandez, the manager, who recently started the factory with twenty-five cigarmakers, has seated already 108 and has not reached the limit by any means, for M. A. Friedman, from the Chicago office of the firm, is pushing orders Tampaward at a lively rate.

F. Lozano and Company are feeling the increasing demand for clear Havanas, and both Mr. Lozano and Mr. Foley expressed themselves to be more than satisfied with the outlook.

At Arguelles, Lopez and Brother, the writer met Mr. Celestino Lopez, who has returned recently from New York, in his best spirit supporting stoically the warm weather which does not seem to affect him in the least, for as he says, he has no reason to complain on anything.

San Luis Cigar Company is coming into their own after the shock of the strike, and A. H. Cross, its general manager, feels sanguine of the future.

The board of directors of the Demmi Cigar Company has appointed its president, Alex A. Demmi, as general manager of the concern, which is a guarantee for the maintenance of the standard of cigars manufactured by the firm from the start.

M. Bustillo and Company are gaining ground steadily. Moises Bustillo is one of those manufacturers that believe in doing things quietly, and attend to business strictly.

The factory of Francisco Arango and Company was humming like a veritable human bee hive when visited. Messrs. Villazon and Cabarruy acting as queen bees. William Seidenberg, who handles the selling end, has attempted several times to visit the factory; but the orders from the Pacific are coming at such rate that he has been unable to leave his office. Pancho Arango will soon leave for Havana to look after the supply of tobacco, which is under his expert charge. This is a house with a combination hard to beat.

At Sanchez & Haya, the old factory No. 1, Ambrosio Torre, its general manager, says that the revival of business surpasses his fondest expectations. Their sales manager, Mr. Moulsdale, has made a tour of the South and opened a large number of new accounts in addition to the old ones. Mr. Ellis, their western representative, is also booking an increasing number of orders, and every indication points towards a prosperous season for this reliable house.

At a meeting of the board of directors of the Cigar Manufacturers' Association, held last Thursday,

the design for the identification label was approved. This label in colors, the size of an internal revenue stamp, has the Morro Castle on the left, the Maltese Cross of the old Plant System in the center, and the Tampa Bay Hotel on the right; the combination meaning that from the Havana harbor, the Plant System of steamers carried the tobacco leaf that made the Tampa cigar industry famous. This label by its beauty, will be an ornament on the boxes of cigars manufactured by the members of the association, and is the first step taken towards protecting the cigar industry of Tampa from the abuse of its name and reputation by worthless fakirs in other sections of the country.

VERITAS.

Herewith is appended the Resolution of the Cigar Manufacturers' Association of Tampa, Fla., regarding the death of their beloved member, Colonel Alvaro Garcia:

RESOLUTION.

WHEREAS, the Supreme Maker in his inexcrutable designs, to which we humblingly submit, has decreed to call to Him our well-beloved fellow member, ALVARO GARCIA, whose disappearance from our midst we all lament.

WHEREAS, his noble qualities as a friend, as an associate, and as a tireless champion of our industry, has won our sincere admiration and esteem.

BE IT RESOLVED, That in the death of our late associate, ALVARO GARCIA, the Cigar Manufacturers' Association of Tampa has sustained the loss of one of its best members, one whose life and virtues will live in our memory as worthy of emulation.

BE IT RESOLVED FURTHER, That as a permanent tribute to the esteem in which our deceased member was held, a page of our records be set apart and dedicated to his memory, and that these resolutions be spread thereon, and, further,

RESOLVED, That we extend to his bereaved widow, sons, and business associates, our heartfelt sympathy and condolence in their great affliction, and that an official copy of these resolutions be forwarded to his widow, as a token of the consolation we would offer.

THE CIGAR MFGS.' ASS'N OF TAMPA, FLA.
A. L. CUESTA, JR.,
MANUEL GARCIA,
ENRIQUE PENDAS,
Committee.

Unanimously adopted in open session this fifteenth day of September, A. D. 1921.
Attest,
A. RAMIREZ,
Secretary.
(Seal of the Association.)

The United Tobacco and Cigarette Company has been incorporated at Wilmington, Del., to manufacture and deal in cigars, cigarettes, match-lighters and other smokers' articles. The capital stock is $1,500,000.

The new firm of Bendheim and Hochreuther has been established at 167 West Thirteenth Street, New York City, as importers and exporters of leaf tobacco. A specialty will be a brand of Philippine leaf.

NEWS FROM THE PHILIPPINES

"There is no cause for uneasiness over the financial situation of the Philippine government," declared the new insular auditor of the Philippines, Mr. William T. Nolting, in a recent interview by the *Philippines Herald*.

Mr. Nolting pointed out that some mismanagement in the finances of the government has been evident and, in some cases, fraud, but to say that such are a permanent menace to the welfare of the Filipino people, is incorrect.

"The income of the Philippines in 1920 was three times greater than it was eight years ago," he went on, "and with the favorable action of the Congress of the United States in the matter of mereasing the indebtedness of the Philippine Islands, a gradual return to normal conditions can be expected."

The total imports of the Philippine Islands from January to June, of the current year, amounted to $70,022,961, compared to $58,646,580 for the corresponding period last year, according to the report of the insular collector of customs.

The total trade with the United States during the period was $72,179,061, of which $45,986,399 represented the imports from, and $26,192,662 the exports to, the United States.

Japan comes second with $9,328,606 worth of total trade with the Islands, China third with $5,757,743, and the United Kingdom fourth with $4,902,423.

A total of 444 vessels, net tonnage 1,304,166, entered, and 449, net tonnage 1,321,672, cleared, in Philippine ports of entry during the same period. During the first six months of 1920, 467 vessels, net tonnage 1,270,397, entered, and 461, net tonnage 1,219,236, cleared in insular ports.

British bottoms had a preponderance in both number and tonnage compared with all other vessels which participated in Philippine foreign commerce during the period. There were 177 British steamers, net tonnage 481,626, which entered, and 177, net tonnage 478,720, which cleared, in insular ports during the period. American vessels registered 21 entrances, net tonnage 382,238, and 91 clearances, net tonnage 382,071, while Japanese vessels registered 79 entrances, net tonnage 280,737, and 82 clearances, net tonnage 295,189.

BOOK REVIEW

"Sunny Sam," by Frank Farrington. The Reilly and Lee Company, Chicago. $1.50.

All readers of THE TOBACCO WORLD are acquainted with Frank Farrington, whose articles, sometimes serious and sometimes humorous, are full of little bits of wisdom and entertainment. Now he has published a book, "Something for Oldsters to Read to Youngsters," which is handsomely illustrated with the sort of pictures that children love to look at and hear about. In addition to the small illustrations, there are a dozen full-page color prints, five by seven inches, and these are unusually artistic and in many cases beautiful.

We extend congratulations to the author, the illustrator and the publisher, and predict a large Christmas sale for the book, and a steady demand thereafter.

Business Building

By a trained Business Man and Advertiser
Written especially for
THE TOBACCO WORLD
by A.E.P.

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A NEW YORK newspaper states that the bankers of that city are economizing—economizing on cigars. It seems incredible, but if true it sure is important. It says they are not cutting out smoking by any means, but they are buying cigars which cost them less money than heretofore. They are smoking cheaper cigars.

About the last man I expected to economize was a New York banker, and about the last thing I expected him to economize on was his smokes.

Let us philosophize on that and see if we can profit by it. Thus: If bankers are economizing then most everybody is economizing. If they are buying cheaper cigars then other people will want to do the same.

It is to your business interest to watch the popular wish and cater thereto. When they wish fine cigars, then you should push the same. If they wish cheaper cigars you should cater to that wish.

And you should cater to it hard.

If you are sure of your ground then you should talk price, advertise price, sell goods at a price, and let all the world and the surrounding planets know that you have the lowest priced cigars—quality considered—that are to be found east of the Rocky Mountains. Placard your windows, your store, the outside thereof, and convey this important news so aggressively that every smoker for miles around will know that he can obtain good cigars from you for less money than from any other store.

Thus will your trade be brisk while other places are dull.

EVERYBODY is looking for a certain man today and are anxious to get him in their establishment.

They are looking for the man with initiative—the doer, the go-getter, the man who is out for the bacon, the man who cuts new paths to business success. You want that man in your business, and if you have a one-man business the problem is up to you.

Trade is dull to the general run of folks, and it is *mighty* dull to some. But here and there, in every line of business, you will find a busy man, who has a good trade and is making lots of money.

There's a reason!

He has initiative. He thinks thoughts; he turns those thoughts into deeds, and he makes business grow where it didn't grow before.

Napoleon said that initiative is the most valuable factor in war, and it is the most effective in peace. You have initiative—everybody has—only you haven't developed, highly developed yours. Let's grope in the dark and see if we can find something you can do.

Is there any manufacturer who would back you up on a little advertising, such as sending you a series of selling letters? Can you make a special drive on any one brand? Can you make a drive for a box trade? Can you put in a soft drink counter, or greatly improve the one you have? Can you carry a line of candies—fine candies—and make a drive on them? Can you carry a line of stationery, or pocket hardware, or electric goods? Can you take the local agency for a vacuum sweeper, or electric goods, or electric washing machines?

Dig down in your thoughts and think out something practical, and then set it working for you. That's initiative.

LENINE, the Russian autocrat, stated that the principal cause of the failure of the sovits was because the Russian peasants could not look ahead, would not provide for the days that are to come.

In contradistinction to this it was stated some years ago that the reason John D. is worth a cool billion is because he was able to see fifty years ahead, and lay his plans accordingly.

It would be a wise act for you, Mr. Dealer, sometime when you are contentedly puffing on one that draws easy, to project yourself into the future and see what you see.

Is your town growing, and in what section will the greatest growth occur? Will it be wise for you to rent or purchase a store at the place of growth and thus grow up with the same?

Are changes occurring in the population around you from which you draw your trade? Are the people growing richer, growing poorer, or remaining stationary in this respect? If they are growing richer you should improve the quality of your goods. If poorer, you should handle cheaper lines, and talk quantity, rather than quality.

Are the stores of your locality improving in appearance—the drug store, the confectioner, the hardware store? If so then it behooves you to tear out your little old show window and go along with the procession.

Look ahead! It will pay you.

HE was a professional window dresser, and was talking to a number of progressive retail merchants in different lines of goods. These are the high-lights of his remarks:

The influence of a window display is enhanced if one article or one piece of merchandise is accentuated and made the inspiration of the trim. It should be from some class of goods that is desired to push.

Around this center the rest of the merchandise is arranged, but the inspirational piece must stand out prominently above all, so it will focus the attention of those who look in the window.

It is well to have a placard, handsomely though clearly painted, extolling the merits of this center piece, mentioning one or two of its salient points, and stating its price. Also containing an invitation to walk in and examine.

Then we have an ideal window display. It shows an assortment of goods. It focusses the eye on one thing. The placard explains it and states price, and it invites observers to enter, examine, and buy if pleased.

MR. LARGE MANUFACTURER, read this brief extract from the editorial of a high class business journal:

"Helping your retailers to be better salesmen is good business for every one. It will speed the journey of your product to the final buyer and speed his money back to you. It will give the public better service and lower prices. Larger sales at no increase of basic advertising and selling-cost mean lower prices without sacrifice.

"It will make the retailers better merchants, better distributors and better selling risks. If you want your dealers to buy, teach them how to sell. The dealer is as much a part of your selling organization as though he were on your payroll. Don't expect him to learn the business of selling your goods by mental telepathy or vaccination. Teach him—just as you teach your salesmen. Teach him the really important step in selling—that of exchanging your goods for the customer's money. Nothing is ever sold until the consumer buys it. It will pay you therefore to plan methods of getting your dealers intelligently busy on the job of selling the consumers."

PRICES RAISED IN LOCAL CIGARETTE WAR

On Wednesday the "United" raised the prices of their cigarettes, but offset this to a certain extent by giving additional coupons. It is expected that Schulte will make a similar move and thus aid in getting the retail prices back to normal.

There is considerable division among the independents and no statement has been made as yet as to what they will do.

Some time ago the chain stores cut the prices of cigarettes in order to meet the competition of the cut-price stores, and as a result the independent dealers suffered the loss of much trade.

CREDIT SITUATION IMPROVES

By Clarence L. Linz

Washington Correspondent, THE TOBACCO WORLD.

Further decided improvement in the credit situation has been the noteworthy feature of business during the month of September, according to the Federal Reserve Board in a review of general business and financial conditions in the United States. Improvement in wholesale and retail trade has come as a result of the increase in the ability of the farmer to settle his accounts both with banks and dealers. The report, with relation to tobacco, is as follows:

"As a result of favorable weather conditions during August, the average condition of the tobacco crop increased from 67 per cent. on August 1 to 71 per cent. on September 1, and the estimated production on the latter date was 948,324,000 pounds. The increase was found in both the cigar and manufactured and export types. The North Carolina and Virginia crops are far below last year, the second being estimated as the smallest since 1907, and on account of unfavorable weather much of the crop is of poor grade. Harvesting was in progress in general during September and has been completed in some sections. The South Carolina markets have closed, the crop having been short and on the whole of unsatisfactory quality. Good tobacco brought satisfactory prices, but low grades were difficult to sell at any prices. The eastern North Carolina market opened early in September and repeated the situation found earlier in South Carolina.

"The demand for cigars and cigarettes in the Philadelphia Federal Reserve district apparently shows further improvement. Cigar manufacturers in general report increased sales since June. Eight and ten cent cigars continue to be the best sellers. Operations are still less than at this time last year, but are steadily increasing."

CIGAR PRODUCTION FOR JULY.

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of July, 1921, and are issued by the Bureau for the information of representatives of the various industries, trade journals, etc. (Figures for July, 1921, are subject to revision until published in the annual report.)

Products	*July, 1920*	*July, 1921*
Cigars (large)—		
Class A .....No.	151,770,620	176,751,933
Class B .....No.	213,627,435	153,840,760
Class C .....No.	302,040,032	223,122,594
Class D .....No.	8,271,143	9,136,097
Class E .....No.	3,042,726	1,753,413
Total	678,751,956	564,604,797
Cigars (small) .....No.	51,766,100	47,363,113
Cigarettes (large) ...No.	5,274,625	4,186,326
Cigarettes (small) ..No.	3,053,336,563	4,189,790,267
Snuff, manufactured, Lbs.	3,227,976	2,789,896
Tobacco, manufactured Lbs.	31,011,335	28,752,659

Note: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands, which will be shown later in a supplemental statement.

DEER Jim. I aint got enny shofers lisens Jim but I went shofing the other day just the same and I aint bot to tell you I went with Sally eether becaws you kno who Ide be taking if got a chanse. Sheeze got all over being sore at me and Ive prommist never to agen call her Sallyratus. Gee, sheez sum littel flapper Jim and I gess I aint made a very bad hit with her too.

Well I diddent kno but weed land in Pinkvill before we got stoppt. I got a old mekannickle crickit the boss let me hire at the garaj next dore and I got it all washt up and a Pike citty pediment on it and we went.

Gee that old bote did heet up Jim like a pipeliss furnis and by and by going up a big hill she boild and steemd til I thawt sheed bust her biler. But I kept rite on going and then we cum to a place where I saw a sine that sed "Home made Ice Creem" and I saw Sally was looking at it and so I sed lets stop and fill up. So I slode down and stoppt but the old enjin went rite on going just the same. I stoppt the ignishon and put the acksellerater as far down as it wood go but the old enjin kept whoopin rite along.

I see we coodent leev her going like that becaws sheed never get coold off and sheed never stop til she run out of gas. Then a feller whood bin waching me came and sed "Wheres the place you turn off the gas?" and we found it and turnd it off and she had to stop.

But I diddent tell you how it cum that the boss hired that littel car for me to moter around in. Sally calls it motering so Ive got it. Well I saw a pile of sines in the back room and they lookt like they was ment to be put up around the country or outside sumwheres to advertize different kinds of cigarets and things. I askt the boss what he wanted me to do with em when I was cleening up and he sed "I want you to take em out and nale em up on fenses and treez. Youre a good walker aint you?" I sed yes but I was a better rider. I sed "how about getting that old 3 sillinder grashopper in the garaj next dore and going out and putting up a lot of sines all the way to Hixport on the state rode? I cood put up a lot in a afternoon if I had sumbody to hold the nales for me."

The boss he just lookt at me kind of funny and askt if I cood think of ennybody I thawt wood be good at holding nales. I sed I thawt Sally wassent very bizzy that afternoon, and thats the way it cum about.

Well I got to thinking about it wile I was getting reddy to go and it seemd as if a feller as smart as me awt to figger out sum way so that littel trip wood be such a useful one that the boss wood send me agen.

So I got all the advertizing stuf in the place together, signs and cards and ennything that was good to put up to advertize brands we sell, and I took our old stensil and put Hecker's name on it all and I new they was a lot moren weed put up in one trip.

Well we naled up sines everywhere they was a good place and sumtimes Ide giv a farmer a cigar and heed let me put a sine on his barn where he dident hav sines, and Ide jolly him and get acqwainted and tell him to cum in and see us when he cum to town, so I made qwite a lot of new frends. I gess that was just as good advertising as the sines at that, becaws since that sum of theez fellers has bin in and bawt stuf.

So when we finally got back with the old hellfire buss weed put up a good lot of sines and seen a lot of farmers and got acqwainted with em and when I told the boss all about it, he thawt it was a pretty good skeem and he sed he gesst Ide better go out agen first chanse and use up the rest of the sines becaws he sed they diddent do ennybody enny good in the back room. He sed he gesst heed send Persy with me next time, but I told him I thawt Persy was too valueble to be spared.

I lernd sumthing from Persy today but not becaws he did sumthing extry smart. He pulld a bone and this was how it happend. A feller rolld up in sumthing that lookt almost like a automobeel and sounded like a concreet mixer thats bit off moren it can chu. This feller wanted 50 sents worth of cigars and he handed Persy a bill and Persy took it and went to the cash rejjister and cum back and giv the guy 50 sents and turnd away from him and the guy says "Hold on there. I give you a five doller bill."

Persy lookt him over and sed "Whats that? You giv me a five? You give me a one; thats what you giv me, and youve got your change."

Then the feller got mad and he sed "Dont try enny of that short change stuf on me. Ime wize to you cheap cigar clerks thats nocking down about 5 bux a day on the side. Cum acrosst with 4 more dollers or Ile hav this joynt pincht inside of 10 minnits."

I was lissening to all this and saying nothing, but the boss he was lisseeing too from the dore of his of-

(Continued on Page 16.)

Dusting Your Shelves With Salesmanship

By Clarence T. Hubbard

SPEAKING of business enterprise there is a tobacco store in Hartford that wears out but very few feather dusters to keep "shelf goods" clean. This store prefers the more efficient method—salesmanship.

The main sales person is a lady. Witness the following actual sales transaction which recently took place

A man entered the store and inquired the following:

"Have you any pipes?"

"All kinds and sizes," replied the saleslady.

"I should like one not to exceed over $2 in cost," stated the customer.

Responding to this the saleslady produced two trays, one containing pipes of a $2 variety and another containing pipes of $2.50, $3 and $3.50 variety.

"Here are the most popular varieties," she explained. "Make your choice." The customer purchased a $3 pipe.

"Plenty of tobacco?" inquired the saleslady.

"Come to think of it, I had better take a can," replied the customer, "as this is to be a gift and a pipe without tobacco is not of much value."

"Nor without cleaners, either," replied the saleslady as she received his permission to wrap up the pipe, can of tobacco and cleaners.

"You yourself? Don't you want something good to smoke?" she asked pleasantly. He responded in the purchase of three cigars. As a final act of salesmanship she pushed the change in front of a small sign which was supported right in front of the machines containing mint candies, this sign reading as follows:

AFTER-SMOKING MINTS—PASS SOME TO THE BOYS AND KEEP POPULAR.

He did!

The above is a demonstration of retail tobacco salesmanship raised to the 'nth degree. Salesmanship of this type succeeds very well in keeping the shelves free from dust and its success is founded on the gentle but important power of suggestion. An analyzation of this selling conversation will show that the triple sales were the result of tactful suggestion on the part of the saleslady—not *offensive hints*. There are many little practices which the tobacconist can avail himself of in the effort to keep the shelves, counters and cases free from dust. There is one tobacconist in the East who helps to accomplish the desired result in this direction by always offering two cans of tobacco instead of one when one is asked for. This practice is carried out quite generally with tobacconists in connection with cigar selling but it is not altogether a successful stunt in the way of selling tobacco. Yet this cigar dealer states it is just as effective.

Another dealer who practices salesmanship wherever possible frequently meets a customer's order for a certain brand of cigars in the extension of the entire box along with these words, "Help yourself. I have several customers who swear by this smoke. Do you like it?"

These words, states the tobacconist, have a magic effect with his customers when they are properly founded. It is not his custom to say this to everyone but only in cases where popular cigars or cigars which some customers really do swear by are ordered. This tobacconist has discovered that smokers always like to have their judgment confirmed and when he can honestly tell his customer that his selection is one supported by similar choice with others, this *suggestion* on his part aids to establish relations which tend towards permanent trade.

Another tobacconist who is a student of salesmanship has made it a special practice to keep himself personally informed on the brands of cigars smoked by all well known and locally recognized men of standing and position.

He can tell with certainly just what brand of cigars is most favorite with the mayor of the city, merchants, bankers and so on. This cigar dealer states that it is really quite surprising how well this information is appreciated by customers and what an influence it has in aiding them to make a choice of certain brands for special occasions—particularly when a few smokes or a box of cigars is desired for a gift or remembrance.

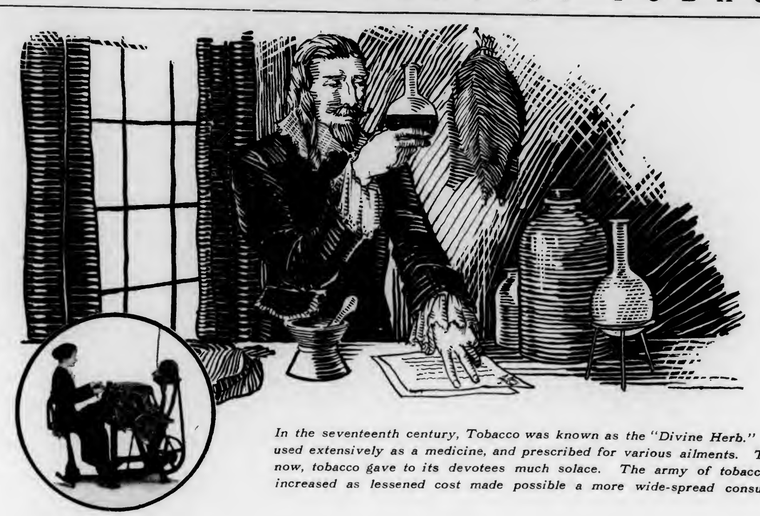
Salesmanship was well demonstrated in the act of one tobacconist who, when serving some customers from a nearby mercantile institution, inquired, "Do they allow smoking in your office?" Upon receiving the reply that such a privilege was not a general rule but that certain periods of the day were allowed for this pleasure, this cigar dealer recommended certain short cigars and junior smokes for such use. The suggestion was well accepted to the benefit of several sales and he has repeated this bit of salesmanship to later success.

Tobacco salesmanship is the result of a positive attitude and then of an important desire *to serve*. Many tobacco dealers mistake salesmanship in the offering of such conventional phrases as: "How are you fixed at home for tobacco?" or "Is there anything else I can do for you?" The average customer replies automatically to these stock questions and generally in a negative manner.

Retail tobacco salesmanship is successful when it is founded on *practical suggestion*—a few examples of which have been described in this article. Successful store salesmanship must be based on friendliness and the abilty to interest the customer. Too much anxiety or eagerness on the part of the tobacco salesman to *make sales* often defeats the very purpose in mind. The main desire should be to serve the customer. bringing such service to attention by suggestion and not through stereotyped hints or the effort to force sales, an atmosphere which in its presence the customer resents.

In practicing such salesmanship the conversation need not always entirely center around the goods being offered. There is one tobacconist who gains the *interest* of his customers by often calling their attention to some article, book or peculiar paragraph in a newspaper or magazine. "Did you see that item?" would be his inquiry and before the customer realized his *interest* would be developed into *desire*, then *willingness* and finally *action*.

UNIVERSAL HISTORY OF TOBACCO



In the seventeenth century, Tobacco was known as the "Divine Herb." It was used extensively as a medicine, and prescribed for various ailments. Then, as now, tobacco gave to its devotees much solace. The army of tobacco users increased as lessened cost made possible a more wide-spread consumption.

THE lowering of production costs has always been a feature in the modern cigar manufacturing industry. The Model M Universal Tobacco Stripping and Booking Machine will effect a material saving in your stripping department.

What Does it Cost *You* Per Pound For Stripping?

Just figure what you pay hand-strippers. Add the amount of waste incurred by "torn" leaves, scrap, etc. Then, compare that with the results which the Model M Universal Tobacco Stripping and Booking Machine will give.

It will strip and book two or three times as much per day as a hand-stripper can. It occupies no more space than a single hand-stripper. It strips the leaves clean, opening them out (no curled tips or unopened butts) and books them so that tip matches tip, and the cut edges are fluffy and even.

Cigar manufacturers who use the Model M Universal Machines state that their cigarmakers are each producing 35 to 50 more cigars per day when the tobacco is stripped and booked by these machines than they are able to produce when their stock is stripped by hand.

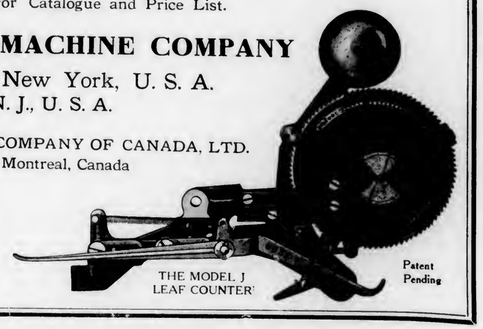
Over 2,000 large and small factories are already equipped with Model M Universals. Send for Catalogue and Price List.

UNIVERSAL TOBACCO MACHINE COMPANY

116 West 32nd Street, New York, U. S. A.
Factory: Newark, N. J., U. S. A.

UNIVERSAL TOBACCO MACHINE COMPANY OF CANADA, LTD.
108 St. Nicholas Building, Montreal, Canada

Model J Universal Leaf Counter—An Attachment for the Model M Universal Tobacco Stripping and Booking Machine. Counts the leaves as they are stripped in any number desired, from twenty to eighty to a pad.



THE MODEL J LEAF COUNTER

Patent Pending

The Store Kid

(*Continued from Page 13*)

fis and the boss wassent struck dum. He approched. I gess thats the word Jim. He cum to where Persy and the man was and sed a few words and then he went and lookt in the cash rejjister and there in the doller pew was a 5 dollers bill. So he had the goods on Persy.

Then the boss apollogized to the man and he made Persy do it too and even then it diddent look to me as if the feller buleevd em. He was a stranger and I gess he thawt everybody was out to cheet him.

Mister Persy got a littel valuebel advice rite then and I was lissening in and I took the advice too and thats how I lernd by Persy. The boss sed, "I spoze you made a mistake and thawt you were rite. At leest I hope you wernt trying to put enmything over on enmybody. Enmyway after this I want you to put the customers piece of munny into the cash rejjister *after* you giv him his change not before, or else call over to him what it is he hands you, soze they aint going to be enny of theez mixups. Enmybody mite make a mistake and think he giv you a 5 when it wassent a 5 a tall. This time the customer was rite. Next time he mite be rong and then weed looz. So wach your step and there wont be enny trubbel." Thats good advice and I can take it even if he diddent hand it rite strait to me. Ime that way.

So long old sqwawberry.

Yours for the rite change,

BILL.

ADOLPH SECKBACH CONSOLIDATES

Following the withdrawal of D. A. Garcia from the firm of D. A. Garcia and Company manufacturers of the well-known "D. A. Garcia" brand of clear Havana cigars, Adolph Seckbach has made arrangements whereby his brands will be made in the famous clear Havana factory of Andreas Diaz and Company, in Tampa, Fla.

By this move Mr. Seckbach assures the smokers of "D. A. Garcia" the best of workmanship and quality in their clear Havana cigars.

"OLD KING COLE" TO BE MADE AT FORT MYERS

Jose Gonzalez and Company, formerly Fernandez y Ca., of Fort Myers, Fla., recently closed with the Old King Cole Cigar Company of New York for the manufacture of many million "Old King Cole" cigars. The contract covers a period of years.

The cigar will be a clear Havana and a bonded Government warehouse will be established in Fort Myers. A new factory is to be erected and it is expected that about 150 cigarmakers will be employed exclusively on this brand.

ADDITIONAL SUMATRA PURCHASED

At the Sumatra inscriptions held in Amsterdam, Holland, on September 16th, H. Duys and Company added 218 bales to their present holdings. William Quanjer, Charles Waxelbaum and Company, Hinsdale, Smith and Company, and Herzog and Sarluy also purchased about five hundred bales in all were secured for the American market

Notes and Comments

After a visit to Europe, Richard C. Bondy, vice-president of the General Cigar Company, is again at his offices in New York.

The Tobacco Products Corporation show steady improvement in their earnings and this is reflected in the rise of their stock quotations.

Jack Paley, of the Congress Cigar Company, Philadelphia, is on his way to the Coast, calling on the trade *en route*.

The General Cigar Company continues oversold on their famous "White Owl" brand, no doubt the result of their policy of producing a meritorious article and advertising it.

M. J. Lipman, 1314 Arch Street, Philadelphia, now represents the "New Natural Bloom" cigar in this city. The brand is manufactured by Harry Blum, of New York City.

Bubeck & Guerin, Inc., manufacturers of humidors and cigar chests, at 32 West Seventeenth Street, New York City, have dissolved and have been succeeded by Ferguson Bros. Mfg. Co.

The Tobacco Salesmen's Association of America, Inc., will hold its annual banquet and reception at the Academy, 115 West Seventy-ninth Street, New York City, on October 16. The occasion is also a celebration of the tenth anniversary of the association.

Charles A. Hillbrook, who represented the United States Tobacco Company, of Richmond, Va., for many years, has recently become a member of the sales staff of the Preferred Havana Tobacco Company. He will cover the Northwest, including Washington and Oregon.

The engagement has recently been announced of Jerome B. Levi, son of Morris J. Levi, to Miss Helen Brady, of New York. Mr. Levi is superintendent of the cigar factory of M. Eiseman and Company, manufacturers of the "Men-de-Lion" cigar.

MARC HAAS RESIGNS

Marc Haas, president of the San Telmo Cigar Company, tendered his resignation as president of that concern at the meeting of the board of directors, held on September 12th. His father, Sigmund Haas, was elected to fill the vacancy.

Mr. Haas has not yet announced his plans for the future.

Parental Pride . .

Traveler—Your son just threw a stone at me.
Irishman—Did he hit you?
Traveler—No.
Irishman—Well, then, he wasn't my boy.—*Mug-*

ONE THING SURE!

Smokers are going to
keep on buying those
Cool, Free-Burning,
Hand-made, Long-filled

Manila Cigars

At Five Cents

Some smokers will want
Manila cigars that look
better and taste sweeter
at eight and ten cents

They Can't Be Beat

For The Money

LIST OF JOBBERS, IMPORTERS AND
MANUFACTURERS ON APPLICATION

MANILA AD AGENCY, (C. A. Bond, Mgr.)
15 William Street, New York

The Porto Rican Agent

A BRIEF biography of J. F. Vazquez, the appointee of the Porto Rican Government as agent of the Tobacco Guarantee Agency in New York City, should prove of interest to the readers of tobacco journals. The story in his own words is as follows:

J. F. Vazquez

"The history of my life for publication? Well, there is nothing very exciting about it. Just hard, assiduous work, and a love of American ideals have brought me to my present position. How the ideals fit into my career, I will tell you briefly, that your kind readers may not be importuned.

"I was born on a small farm in Cidra, Porto Rico, right in the heart of the best tobacco section of that island, my parents being descendants of the old Spanish settlers. Vivid are my recollections of those large luxurious tobacco plants with the 'peons' (peasants) gayly attired in their big straw hats and red wide 'fajas' (weaved belts) happily engaged in the conditioning of the plants; their frame of mind still unoccupied with the modern problems of life, relaxing comfortably in amiable chatter with the 'mayordomo' (foreman), but with due respect to seniority; the blue-white smoke of their aromatic 'puros' or 'perillas' (as they used to call their 'smokes') impregnating the soft fresh winds of those fertile farms, like incense from the sacred altar of their creeds.

"It is just like a poem. The more I think of those fields, the more disposed I am 'to stick' to my job. Tobacco is certainly an incentive to higher thoughts and upright living. Let us fight for its existence!

"Going back to my history! My relatives, both on my wife's side and mine, right up to the present day, were all more or less engaged in the tobacco industry. We had a physician in the family who was a strong advocate of the use of the weed. My people all used tobacco, and, with but few exceptions, due to the ravages of disease, lived to old ages. I am thirty-seven years old. I have used tobacco since I was a young man, and, while I am not physically very strong, never was dangerously ill.

"After going through the Spanish schooling of my time, I started to work as a clerk in a grocery store in my town.

"From that country store I ventured into a larger one in a nearby town, named Comerio—well known for its good tobacco—in which I worked at clerking. Then I entered a tobacco warehouse. The extinct firm of Santiago, Umpierre and Company were the owners of the establishment. That firm controlled one of the best tobacco districts of that section and was largely engaged in all trading connected with tobacco. There I gained a good knowledge of the methods then used in planting, curing ad manufacturing tobacco, and had opportunity to judge the best cigars produced in Porto Rico in those days. Comparisons were there often made of Porto Rican with Cuban cigars, and I remember the best critics saying they could not see any difference in the two products. The best was none too good for that firm; such were their methods.

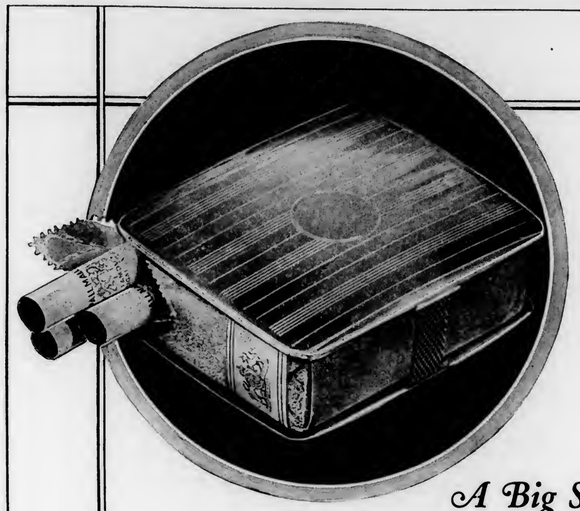
"A happy event took place while I was in Comerio, which turned the trend of my thought in the direction of the United States. On a splendid summer day, while I was standing in a tobacco field on the margin of the River 'Plata,' near the town of Comerio, five or six—I do not recall the number—husky-looking, splendid, red-cheeked fellows, mounted on enormous horses—they so appeared to my mind—adorned with rifles and swords and other paraphernalia, came strolling along the river into the town of Comerio. The shouts and uproar and the running of people to the bank of the river, announced to that little community the arrival of the American troops in the town and of their proceeding to the 'Alcaldia' (mayor's office) to take official charge of the government in the township. I shall not describe the scenes that followed, for I would be taking too much of your readers' time.

"From that day on I lived for nothing except to learn the English language and to become a full-fledged American, and I think I have succeeded, for, today, twenty-two years after that happy invasion of troops, the American sentiment, with its problems and vexations; its glories and its happiness, is deep in my heart for all that it is worth.

"How it all came about is too lengthy of explanation. Several American gentlemen have been the instruments of my advancement, and I would not close this biography without mentioning their names as a token of appreciation. J. R. Cobb, an ex-resident of Missouri, paved the way and lent me a strong hand; J. M. McMeehan, an ex-postmaster of Cayey, Porto Rico, under whose direction I worked as assistant postmaster in Uncle Sam's Department; Colonel O. P. Townshend, U. S. Army, a most distinguished and worthy soldier of Uncle Sam, and a good-hearted, sympathetic gentleman; Stanley Warzala, ex-Chief of the Bureau of Internal Revenue, of the Treasury Department of Porto Rico, the most arduous worker and the most straightforward and upright man I have ever known, and a score of others, whose noble deeds and friendly advice will long be remembered.

"I joined the Internal Revenue force of Porto Rico in 1909 and have held the offices of Internal Revenue Agent-at-large, and Chief of that Bureau, up to 1920, when I resigned to engage in other commercial activities. During my tenure of office in the Bureau of Internal Revenue, I came in contact with all the leaf growers and cigar manufacturers of the island, have continually visited all factories and plantations, and have been a most ardent student of tobacco problems.

"I was appointed to the position of Tobacco Agent for the Government of Porto Rico, on July 1, 1921, and arrived in New York on the eleventh of that month. My objects in this position, you all know; and I expect that, with the co-operation of all persons interested in Porto Rican Tobacco, the administration of the office will be a big success.



A Big Success

The New Pall Mall Rounds Cigarette Case.

First we made the cigarettes round, for the free and easy drought—next we put them up in the foil package with the patented opening tab, which makes the opening easy and prevents spilling in the pockets,

—*And Now*—

we are supplying with each carton of Pall Mall Rounds a beautiful special make cigarette case, which just fits the foil package and keeps the cigarette in perfect condition.

This means more prestige for Pall Mall Rounds and more carton sales for you.

The response from retailers and consumers to this new appeal on Pall Mall Rounds has already proven—A BIG SUCCESS.

Have *you* stocked these special cartons?

One cigarette case is packed *free* with each carton. The retail dealer may either give the case free with each carton purchase—or sell it plus a package of the "Rounds" for $1.50.

This Special Offer is open for a limited period of time only.

Guaranteed by
The American Tobacco Co.
111 Fifth Avenue, New York

PALL MALL
FAMOUS CIGARETTES
Rounds

An Outstanding Example
of the
Bayuk Inimitable Blend

MAPACUBA

A head-liner among fine cigars. Six handsome, quick selling, widely advertised shapes. 10c, 2 for 25c, 15c. You need Mapacuba in stock

BAKUK BROS., Inc.

Originators of the
BAYUK INIMITABLE BLEND and
BAYUK INCOMPARABLE BRANDS

Philadelphia

C. H. S.
SHANNA
DUKE of BELCOURT

are quality brands of the Tampa cigar factory that has always stood for the "Open Shop".

VAL M. ANTUONO

TAMPA, - - - FLA.

Washington News

(Continued from Page 8)

The proposed tax on manufactures, it was pointed out, would assure an abundant and reliable body of revenue collected at a single point; is simple of understanding and administration and, without lessening the amount of revenue, would prevent pyramiding and would remove the burden of invidiously discriminating war taxation from selected industries upon whom it was imposed for the purpose of limiting particular production as well as raising revenue.

With the exception of cigar types, stocks of tobacco held in July by manufacturers and dealers were considerably above the 1913 average and were only slightly below the high point reached in April, according to a survey of current business just issued by the Department of Commerce.

Stocks of chewing, smoking, snuff and export types were 52 per cent. greater than the 1913 average, it is shown; cigar type stocks were three per cent. below that average, and total stocks, including imported types were 35 per cent. greater. Figures compiled by the Bureau of Internal Revenue show that in June the production of manufactured tobacco and snuff was seven per cent. below the 1913 average; large cigars were two per cent. below, while the production of cigarettes was 226 per cent. greater.

In figures the stocks of chewing, smoking, snuff and export types of tobacco held in July totaled 1,235,156,000 pounds, while the 1913 average was 810,469,900 pounds; stocks of cigar types totaled 359,095,000 pounds, as compared with an average in 1913 of 369,802,000 pounds, while total stocks, including imported types, aggregated 1,672,017,000 pounds, against a 1913 average of 1,234,013,000 pounds.

The production of manufactured tobacco and snuff in June totaled 34,539,000 pounds, against an average in 1913 of 36,900,000 pounds; a total of 618,495,000 large cigars were produced, as compared with the 1913 average of 630,959,000; while the production of small cigarettes totaled 4,219,727,000, as compared with 1,296,308,000 in 1913.

Going into wages, the departments figures show that the average weekly wage in the cigar industry in July was eight per cent. greater than the 1919 average, being $18.61, as compared with $17.23. This, however, is considerably less than the maximum reached in June, 1920, when the wage was $22.89.

A decrease in the number of persons employed in the cigar making industry in August was accompanied by an increase in the general wage, according to statistics which have just been compiled by the Bureau of Labor Statistics.

Fifty-seven concerns reporting for the months of July and August show a decrease of three-tenths of one per cent. in the number of persons employed in the latter month, 16,565 persons being carried on the payroll, as compared with 16,617 in July. An increase of 2.3 per cent. in payroll, however, is reported, the weekly payroll in August being $316,774 as compared with $309,508 for the preceding month.

The bureau's report states that a wage-rate decrease of 16 per cent. was made to 75 per cent. of the month in one establishment, and three firms report a decrease of 15 per cent. which affected all the men in two factories and 90 per cent. of the men in the third factory. A decrease of 10 per cent. was reported by two factories affecting all employes in one plant and 66 per cent. in the other. The per capita earnings for August, however, are 2.6 per cent. more than those for July.

As compared with August of last year, an increase of 4.5 per cent is shown in the number of employes, and a decrease in payroll of 5.3 per cent.; fifty-six concerns reporting for August of both years show 16,596 names on the payroll in 1921 as compared with 15,880 in 1920, while the payroll for one week was $316,691 this year, as compared with $316,938 in August of last year.

The War Finance Corporation has announced the approval of an application for a loan of $150,000 to an exporter for the purpose of assisting in the exportation of tobacco.

The corporation is making many large loans to exporters in various lines of raw commodities, particularly in cotton and wheat, but has advanced several hundred thousand dollars for the exportation of tobacco. The organization, according to Eugene Meyer, Jr., managing director, stands ready to advance large sums of money for the exportation of tobacco or other products, under the restrictions laid down by the corporation, and is desirous of assisting, in every way possible, in the exportation of our surplus stocks of raw commodities.

Both imports and exports in August showed a slight increase over those of the preceding month, according to figures just published by the Department of Commerce, imports totaling $194,000,000 and exports $375,000,000. Imports in July totaled $178,636,711, and in August of last year, $513,111,488, while exports in July amounted to $320,709,074 and in August, 1920, to $578,182,691. The excess of exports over imports in August was $181,000,000, as compared with $65,071,203 in August, 1920.

SOMETHING ABOUT CHARLES H. KNUBEL

If Charles H. Knubel, 742 Market Street, San Francisco, Cal., does not cover the best trade of the entire Pacific Coast, he is on the way. He represents S. H. Furgatch and Company, of New York, with "Vega del Rey"; the Mazer Cigar Company, of Detroit, with "Detroit Hand Made," and "Humo"; Infanzon and Rodriguez, "Habanero" and "Imporico"; Gradiaz, Annis & Company, of New York, "Don Julian"; F. Rodriguez Company, "Factory 4-0-9 Tampa"; A. Reder and Company, New York, "Belvedere" package little cigars. Of course there are others, but that is a pretty good layout.

WD C TRADE MARK

Christmas will soon be here—are you ready?

You cannot start too soon to get ready for Christmas business. The beginning of that busy, buying season is apt to start any old day.

The sooner the better—especially for you. For the longer the buying period the bigger the volume of sales. That's the way it works out.

You've got as much right to say when it should start as any other business man in town. Why not be the first in the tobacco field?

When one figures what to buy for a man, the result is usually something to wear or something to smoke. With a little persistent effort on your part, it will not be difficult to cause most people to decide in favor of "something to smoke."

If you want to do a little advertising in the loca paper, send out a circular or two, or fix up an attractive, pipe window, let us know. We'll be glad to send you cuts and window cards.

Nothing like getting busy now. Let us know soon.

WM. DEMUTH & CO.
NEW YORK

World's Largest Pipe Manufacturers

"This is the Life Cigarettes"

The delicious Burley Blend makes them mellow and mild—and Oh! but you'll learn to love the tang of Chocolate

EXCLUSIVE PROCESS
....UNION MADE....
Patterson Bros. Tobacco Co., Tr.
RICHMOND, VIRGINIA
IF YOUR DEALER DOES NOT HANDLE THEM, WRITE US

MURAD
TURKISH CIGARETTES
ARE MADE ESPECIALLY FOR THE DISCRIMINATING AND EXPERIENCED SMOKER OF HIGH GRADE TURKISH CIGARETTES
The blending is exceptional
Smarigno
THIS PACKAGE GUARANTEED

MURAD
THE TURKISH CIGARETTE

Every day MURADS are held higher in the estimation of the men who smoke them.

They are the standard of Taste.

They never disappoint—never fail—never change—

They are 100% pure Turkish tobacco—of the finest varieties grown.

Men are proud to smoke them in any company—on any occasion.

They are the largest selling high-grade cigarette in the world.

The cigarette smokers of America DO prefer Quality to Quantity.

"Judge for Yourself—!"

20¢

Smarigno Makers of the Highest Grade Turkish and Egyptian Cigarettes in the World

MIAMI VALLEY REPORT

The majority of the 1921 tobacco crop has been harvested and the last of the month will have seen the entire crop placed within the sheds. With the cutting of the crop, farm organizations over this section think that they can see good prospects for a price this fall. That may be as it may. How any commodity can sell when there is an over-abundant supply has been demonstrated over and over again. Whether this is to be a special case or not remains to be seen.

At the present, the stock of leaf tobacco held by manufacturers and dealers is 1,672,000,000 pounds as compared with 1,452,000,000 pounds last year at the corresponding time. Right now the country has a supply of 220,000,000 pounds in excess of last year's supply of leaf tobacco. In face of the fact that last year's price was anything but good, and with the conditions of overstock worse this year than it was last, tobacco growers are beginning to feel a slight discomfort. At first the report was current throughout the valley that due to the unusual shortage in the acreage of the crop the price would necessarily be high; and a gentle ripple of excitement spread over the country when it was rumored that one concern was offering 25 cents directly out of the field. Had the general falling away in the acreage of the 1921 crop been able to produce such as a tobacco famine, the hoped-for result might have been attained in a measure, but with a margin of 220,000,000 pounds to fall back on, such a thing as a tobacco famine is absolutely impossible.

The offerings at the most important markets have been much larger than at the same time last year, the disposition of sellers being to get out rather than take chance on future developments. As heretofore, prices were especially unfavorable to the lower grade which in some instances were entirely unsalable. Those with holdings of low-grade tobacco have little promise in the outlook with reference to demand. The prospect does not improve from week to week although there are those who would pass up the situation lightly and try to convince themselves that conditions are not so bad as they are represented.

Mr. Stern, who is well informed as to the financial condition of the tobacco industry in this section, seems to think that conditions are not so bad. I only wish that the tobacco market situation could compare favorably with the wonderful spirit of optimism as indicated by Mr. Stern. It would indeed be good. However, what a man "believes" or trys to make himself "believe" has nothing to do with the hard facts we must face if the conditions are ever to be overcome. The *true* conditions must be met squarely and fought for what they are worth, and so long as people try to make themselves "believe" that times are not so bad, and that the battle won't be so hard, they minimize the fight they have ahead of them, and their efforts to meet and overcome conditions will likewise be small.

Mr. Schwab, prominent in tobacco circles throughout this section of the country, died at his home in Dayton last week. He had been in poor health for the past eighteen months, his illness dating from the days when he watched at his wife's bedside when she was dangerously ill in a Cleveland hospital.

Mr. Schwab, in addition to operating the cigar store at Third and Main Streets, conducted a wholesale tobacco and cigar business, which was established by his father more than a half century ago. He assumed control of the business in 1899, since which time the business grew to one of the largest houses in Dayton.

THE PERSONAL TOUCH

THE editor of *Smoke*, the bright little tobacco trade magazine of Seattle, in the September number, writing on the subject, "The Traveling Salesman," says in part: "It is the personal touch of the traveling salesman—we are speaking of salesmen, not peddlers, order-takers or traveling men—that cements the bond between the manufacturer, jobber and retailer."

He might have prefixed to his proposition the famous words, "We hold it to be a fact self-evident," and assumed that every one should know that the "commercial traveler" is so esteemed by manufacturers and jobbers everywhere, but as the editor of *Smoke* says: "Efforts have been made from time to time to dispense with the services of the traveling salesman, but they have always failed." We should say generally, instead of always; there are some exceptions.

The commercial travelers appear to be best esteemed by the largest and most successful manufacturers of cigars, cigarettes and tobacco products; the most extensive and persistent advertisers. The advertisement creates a demand among the people, but it is the salesman who clinches the order from the retailer, who, in most cases has been waiting for him to come.

We believe that a very large proportion of the retail trade is not done in the big cities, but in the little places. The crossroads country stores that dot the landscapes by the thousand, for instance, between Philadelphia and the sea and the next big city. To all of these the real salesman is a welcome visitor.

The biggest tobacco products concern in the United States has such an appreciation of the salesmen that it has instituted an instructor to teach them methods of approach and on suburban roads the flying flivver has its panels emblazoned with names of the best known cigars and cigarettes or pipe tobaccos in the country.

The salesmen of these companies are generally a joyous crew of picked men, selling well-advertised goods, that with all the display ads, just need that little extra personal touch.

There are other cigar salesmen who are not so fortunate, and who occasionally make sales of goods not advertised; generally to retailers whose credit is of a doubtful sort or who can be convinced that the small manufacturer or factory can make and sell for less money than the big one cigars of a higher grade. It can't be done.

Seattle is just emerging from a slump incidental to the conditions of foreign trade, which have dulled the edge of business in sea coast cities both Atlantic and Pacific, but *Smoke* comes along as bright as ever and it is the editor's "personal touch" that makes it so.

ADVERTISING NOT FOR QUITTERS

Advertising never has been and never will be a thing for quitters. Once started, it can no more be dispensed with than the front door of a retail store or the firm's letterhead. Until advertising is ranked at least as high as finance, production and distribution in the mind of the average business man, and is a matter of vital concern to the principals in every business, those principals are not fulfilling their duty to the stockholders.—*Printers' Ink.*

The Sioux Falls Cigar Company has been incorporated at Sioux Falls, S. D., with a capital of $25,000, by Peter O. Bergman, John P. Gobel and John Best.

STUDY the STAMPS
when you buy
TOBACCO
from
PORTO RICO

UNDER A LAW RECENTLY PASSED BY THE LEGISLATURE OF PORTO RICO U. S. IMPORTERS, DEALERS AND CIGAR MANUFACTURERS ARE

GUARANTEED
by that
GOVERMENT

THAT ALL TOBACCO SHIPPED FROM PORTO RICO COMES UNDER ONE OF THE 3 FOLLOWING CLASSIFICATIONS

CIGARS:

WHITE—Manufactured in P. R. with tobacco produced in P. R.
BLUE—Manufactured in P. R. with Porto Rican and other Tobacco
PINK—Manufactured in P. R. with tobacco not a product of P. R.

TOBACCO:

WHITE—Genuine Porto Rican Growth.
BLUE—Mixture of Tobacco grown in P. R. and other countries.
PINK—Tobacco of Foreign Growth.

HOW IT BENEFITS YOU

will be gladly explained by writing or calling on the

GOVERNMENT OF PORTO RICO

Tobacco Guarantee Agency

J. F. VAZQUEZ, Agent

126 MAIDEN LANE NEW YORK CITY

PHONE: JOHN 1379

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HAVANA CIGARS
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WALLS COURT
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FACTORY & MAIN OFFICE, TAMPA, FLA.
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Seven Sizes to Please the Most Discriminating
The Deisel-Wemmer Co.
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"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION
OF OUR PATENT AIR-PROOF POUCH
GRAVELY PLUG TOBACCO
MADE STRICTLY FOR ITS CHEWING QUALITY
WOULD NOT KEEP FRESH IN THIS SECTION.
NOW THE PATENT POUCH KEEPS IT
FRESH AND CLEAN AND GOOD.
A LITTLE CHEW OF GRAVELY IS ENOUGH
AND LASTS LONGER THAN A BIG CHEW
OF ORDINARY PLUG.
P.B. Gravely Tobacco Co. Danville, Va.
DEPT. A

Tobacco Patents Granted

[Full details and specifications of the following patents may be had by addressing the Commissioner of Patents, Washington, D. C., and enclosing ten cents for each patent wanted. In ordering give patent number only.]

No. 1,386,616. CIGAR AND CIGARETTE LIGHTER. Felix Grandich, New York, N. Y., patentee.

A cigar or cigarette lighter comprising a base, a tubular upright carried thereby, a spring plunger located in the tubular upright, a semi-spherical head of non-conducting material connected with the upper end of the spring plunger, a resistance coil carried by said head, a contact in the base and located below the lower end of the plunger and an electric circuit including the contact and the coil.

No. 1,384,690. CASE FOR CIGARETTES. Charles Dominick, Bath, Me., patentee.

A cigarette case having a container for the cigarettes and having a discharge opening, a receptacle for fuel, having a lighting orifice, an ejector co-acting with the opening, a shaft carrying a fire-producing medium and a pinion, a rack carried by the ejector and engaging the pinion and means for moving the ejector in one direction, and a spring arranged to return the ejector to initial position.

No. 1,386,933. TOBACCO PIPE. James W. Ivory, Philadelphia, Pa., patentee.

Patent for a tobacco pipe having in the lower portion of its stem and the base portion of its bowl communicating passages which are open respectively to the tobacco chamber of the bowl and the exterior surface of the stem, and a tapering pin which is adapted to occupy said passages and form a closure for the latter from the exterior of the stem.

No. 1,387,244. TOBACCO STEMMING AND BOOKING MACHINE. John H. Dean, Grand Rapids, Mich., patentee.

A tobacco stemming machine comprising a support, a table having a longitudinal slot therein carried by the support, conveying means leading over the table to carry a leaf of tobacco in the direction of the length of the stem thereof over the table, belt mounted directly below the slot in the table, said belt at its outer side having a plurality of spaced notches cut therein and having portions cut at an angle from the belt whereby the outer side of the belt has two angularly disposed portions leading downwardly and away from each other.

No. 1,387,545. TOBACCO STEM ROLLING AND LEAF BOOKING MACHINE. Graham H. Jackson, Newark, N. J., patentee. Patent assigned to Universal Tobacco Machine Co., New York, N. Y.

The combination with stem-crushing rolls between which the tobacco leaf is fed, of a booking drum, a booking belt co-acting with the drum and of such width as to properly support the whole leaf, said belt being arranged at one side of the crushing rolls with no part of the belt touching the rolls, and a belt roll closely adjacent to the delivery side of the stem-crushing rolls.

No. 1,388,073. CIGARETTE CASE. Norman G. Stewart, Flint, Mich., patentee.

A cigarette case formed of two strips of material, one strip having its ends secured together to form a pocket open at both ends and the other strip having its side edges secured to the front of the first strip to form a second pocket, and said second strip being looped across the bottom of the first pocket and secured to the rear side of the first strip.

No. 1,388,158. PIPE. John Austin, Geneva, Ohio, patentee.

A tobacco pipe including a stem having a passage therein, a bowl opening into the passage and having an air passage in the wall thereof opening at one end into the passage in the stem and at its other end through the top of the bowl, there being a slot extending partly through the wall of the bowl and intersecting the passage in the bowl, a damper pivotally mounted in the slot and normally filling the same.

No. 1,388,222. CIGARETTE HOLDER. Randey Vakilian, Brooklyn, N. Y., patentee.

A cigarette holder comprising a mouthpiece, an apertured outer tubular casing, said casing provided with an abutment shoulder formed on the inner face thereof near one end the opposite end of the casing being closed, and an inner tubular casing rotatably mounted within the outer casing so as to bear against the abutment shoulder and the opposite end of the outer casing.

No. 1,388,487. TOBACCO STEMMING MACHINE. James P. Scovill, Troy, N. Y., patentee. Patent assigned to Tolhurst Machine Works, New York, N. Y.

Patent for a tobacco-stemming machine which includes, in combination, a pair of leaf conveyors traveling side by side, one conveyor being longer than the other, a belt superposed upon the long conveyor and superposed belt having co-acting stem flexing and gripping devices, and means for stemming the projecting butt part of the leaf after it has passed the short conveyor.

No 1,388,733. SMOKING PIPE. Henry J. McGuckin, New York, N. Y., patentee.

A smoking pipe comprising an integral spherical bowl formed with an integral stem radiating therefrom, said bowl having an opening therein diametrically opposite said stem, the stem having a smoke passage therein in axial alignment with the opening.

No. 1,389,038. SMOKING STAND. Paul Henry Esch, Manitowoc, Wis., patentee.

A device comprising an elongated plate whose two end portions are bent upwardly to form two parallel side plates, adapted to grip a match box, the intermediate portions of the plates being stamped laterally in the same direction to horizontal positions, one of the portions being secured to the opposite vertical plate, and a cigar cutter mounted on the other of the portions.

No. 1,389,175. MAKINGS TOBACCO POUCH. Thomas Wright, Grandview, Manitoba, Canada, patentee.

A pouch with foldable members, a tobacco receiving pocket carried by one of said members opening in the direction of the fold line of the members and having its opening arranged in close proximity to the fold line; a narrow flap secured at the fold line of said members for closing the pocket and for use as a guide for directing the tobacco into a cigarette paper, a pocket carried by the other of said members for the reception of a package of cigarette papers and opening in the direction of the fold line of the members.

It is stated that as a result of the World War the men of France greatly developed the smoking habit, and are now smoking twice as much as in 1913.

Scharff-Koken Mfg. Co.
ST. LOUIS, MO.

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Corrugated Fibre Shipping Cases

Endorsed by Manufacturers and Jobbers who have learned that "A Dollar Saved is a Dollar Made"

CORRUGATED BOXES REACH YOU IN FLAT BUNDLES, LIKE THIS

THEY ARE QUICKLY AND EASILY SET UP, LIKE THIS

More quickly packed, require less space, and are cheaper than wood.

Sealed to meet all regulations, and reduce to a minimum breakage and pilfering claims.

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Save money by writing us today, stating method of transportation used, weight of contents, and dimensions.

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Tobacco Merchants' Association Registration Bureau,

5 Beekman Street
NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made fo every ten (10) additional titles necessarily reported.
made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

LA DIGNIDAD:—42,248. For cigars, cigarettes and cheroots. August 30, 1921. Clementi & Loiacona, New York City. The trade-mark though apparently not heretofore registered by any of our affiliated bureaus, is claimed to have been used by L. Kahner & Son, New York City, for over thirty years and title thereto is claimed to have been acquired by the within-named registrant by a transfer.

QUEEN MARGAURITE:—42,249. For cigars. August 30, 1921. Louis Pastorella, New York City. The trade-mark though apparently not heretofore registered by any of our affiliated bureaus is claimed to have been used by L. Kahner & Son, New York City, for over thirty years and title thereto is claimed to have been acquired by the within-named registrant by a transfer.

TERENCE MacSWINEY:—42,254. For cigars, cigarettes and tobacco. September 6, 1921. Wm. Loory, New York City.

LA NERVITA:—42,259. For cigars. August 30, 1921. Jose Diaz & Co., Tampa, Fla. The trade-mark though apparently not heretofore registered by any of our affiliated bureaus, is claimed to have been used by the O'Halloran Co., Tampa, Fla., for over twenty years, and title thereto is claimed to have been acquired by the within-named registrant by a transfer.

WALLACE'S CUBAN SAMPLE:—42,260. For cigars. August 31, 1921. H. N. Wallace, Chicago, Ill.

DUKE OF DELAFIELD:—42,262. For cigars. September 12. 1921. W. Buschmann, Milwaukee, Wis.

TRANSFERS

CROSS COUNTRY:—21,176 (Tobacco Journal). For cigars. Registered April 18, 1899, by The Calvert Litho. Co., Detroit, Mich. Transferred to American Box Supply Co., Detroit, Mich., on August 31, 1921, and re-transferred to Abe Levine, Paterson, N. J., September 3, 1921.

PERLE DES JARDINS:—29,206 (Tobacco Leaf). For cigars, cigarettes, cheroots and tobacco. Registered February 17, 1905, by Fleet St. Cigar Co., Cleveland, Ohio. Transferred to W. C. Brisky, Cleveland, Ohio, February 27, 1920.

ROYAL SUN:—22,550 (Tobacco World). For cigars, cigarettes, chewing and smoking tobacco. Registered June 24, 1911, by Wm. Steiner Sons & Co., New York City. Transferred to Wertheimer Bros., Baltimore, Md., September 6, 1921.

IMPORICO:—35,995 (United Registration Bureau). For cigars, cigarettes, cheroots and tobacco. Registered September 27, 1910, by American Litho. Co., New York City, and **No. 91,072** (Patent Office), and **No. 92,637** (Patent Office). For cheroots and cigarettes made of cigar tobacco. Registered April 15, 1913, and July 22, 1913, by Cayey-Caguas Tobacco Co., New York City. By transfers acquired by Henry Ottenberg, New York City, and re-transferred to Infanzon & Rodriguez, New York City, May 26, 1921.

JAVANOLA:—19,454 (Tobacco World). For cigars, cigarettes, cheroots, stogies and tobacco. Registered January 14, 1910, by The Rigby Cigar Co., Dayton, Ohio. Transferred to Commercial Leaf Tobacco Co., Dayton, Ohio, and re-transferred to The Madison Cigar Co., Elwood, Ind., September 6, 1921.

WAR DRAFT:—29,492 (Tobacco Leaf). For cigars, cigarettes, snuff and tobacco. Registered April 18, 1905, by F. K. Rigby, Dayton, Ohio. Transferred to Commercial Leaf Tobacco Co., Dayton, Ohio, and re-transferred to The Madison Cigar Co., Elwood, Ind., September 6, 1921.

SUZELLA:—32,367 (Tobacco Journal). For cigars, cigarettes, cheroots and tobacco. Registered December 10, 1906, by Heywood, Strasser & Voigt Litho. Co., New York City. By various transfers acquired by Dolinsky & Eskes, Philadelphia, Pa., and re-transferred to Ellis De Souza, Philadelphia, Pa., September 10, 1921.

CENTROSA:—34,134 (Tobacco Journal). For cigars, cigarettes and cheroots. Registered April 3, 1908, and **No. 39,265** (United Registration Bureau). For cigars, cigarettes, cheroots and tobacco. Registered July 2, 1915, by American Litho. Co., New York City. By various transfers acquired by Cien Porciento Co., New York City. Transferred back to American Litho. Co., and re-transferred to C. W. Boom, Caguas, Porto Rico, September 9. 1921.

CIPOCA:—39,494 (United Registration Bureau). For cigars, cigarettes, cheroots, stogies, chewing, smoking and leaf tobacco. Registered December 31, 1915, and **No. 40,123** (Tobacco Merchants' Association). For all tobacco products. Registered March 10, 1917. **No. 31,280** (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing, smoking tobacco and snuff. Registered January 4, 1916, by Cien Porciento Co., New York City. Transferred to American Litho. Co., New York City, June 3, 1921, and re-transferred to C. W. Boom, Caguas, Porto Rico, September 15, 1921.

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Manufacturer of
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CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
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The Standards of America
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Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
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The Tobacco World
Established 1881

VOLUME 41 OCTOBER 1, 1921 No. 19

TOBACCO WORLD CORPORATION
Publishers
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American Sumatra Tobacco Co.

131-133 Water St., New York City

VOLUME 41 NO. 20

The TOBACCO WORLD

OCTOBER 15, 1921

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By actual performance it has been shown that production with the aid of these machines has increased 40%. And the same quality of workmanship has always been maintained. There is no limit to its production capacity.

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No specially designed bunch breaker's table required; Simply screws down to any table

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The simplicity of operation makes it easy for inexperienced girls to operate them. When once adjusted it automatically warns the operator of the use of too much or too little filler. This eliminates "choakers" and too loosely rolled bunches. It always makes a uniform spongy free-drawing bunch. No twisted fillers.

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Makes any style or shaped cigar. For PERFECTO shapes a specially designed roller is furnished. Open or closed head work obtained with perfect satisfaction.

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OUR THIRTY DAYS' TRIAL enables you to prove for yourself all of the foregoing features. Shipped to you by prepaid express or parcels post without a cent of cost to you. No obligation on your part except to try it.

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Manufacturers of

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Because BULL DURHAM is the finest granulated tobacco made—we decided that the best of cigarette papers was "none too good."

Therefore it is only fitting and proper that we are now packing a generous size book of the famous Riz La Croix cigarette papers with each bag of "Bull" Durham.

Riz La Croix papers are known the world over as the strongest, purest and best made. They are made in France of the very finest materials—four hundred gallons of pure mountain water are used in the manufacture of one pound and the greatest care in manufacturing is exercised throughout.

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FLAVORS FOR SMOKING and CHEWING TOBACCO
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ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
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Manila Cigars
At Five Cents

Some smokers will want
Manila cigars that look
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In Drums of 50

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R. J. REYNOLDS TOBACCO CO., Winston-Salem, N. C.

Volume 41

THE TOBACCO WORLD

Number 20

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, OCTOBER 15, 1921 Foreign $3.50

EDITORIAL COMMENT

AN interesting story came to light the other day when a widely known cigar manufacturer told his experiences in accounting for a shortage of leaf tobacco.

Recently he received notification that his leaf tobacco statement for 1919 was 2200 pounds short, and enclosed was a bill covering the penalty.

He immediately appealed to the local revenue office and stated that in his production of millions of cigars this 2200 pounds had been absorbed in using more tobacco in cigars than provided for in the Government allowance.

Some days later six men appeared at his office bright and early and stated that they had come down to see about his answer to the notification of a shortage in his tobacco account.

He called their attention to the statement he had enclosed which gave what he believed to be the actual weights of the seventeen sizes of cigars he was making. The weights were higher than the Government allowance in some cases.

He then offered to take them in the packing room and let them pick out any of the sizes and weigh them, in order to satisfy them that the cigars were actually overweight, thus accounting for the tobacco shortage.

The spokesman for the revenue men replied by stating that none of them knew anything about the cigar business but that the regulations required them to see the cigars actually made, and then they must weigh them.

The fact that the company was a very large one, and of national reputation made no impression. The revenue men insisted that they must follow the rules. After two days of discussion the manufacturer was compelled to accede to the demand and put seventeen workmen to producing these seventeen sizes under discussion. One cigarmaker started at 8 o'clock and finished the fiftieth cigar of a certain size at 3.30 in the afternoon. Then came the weighing. With the exception of one size, all of them exceeded in weight the claim made by the manufacturer!

A little bit of intelligent comprehension of the situation would have saved much time and money both for the revenue department and for the manufacturer as well.

In the particular city where this happened the revenue department could well afford to have some one on their staff that knows something about the cigar manufacturing industry, and also one possessed of some judgment in interpreting rules and regulation.

This is just a sample of the manner in which the taxpayer's money is spent. One intelligent deputy could have accomplished in an hour what it took six men with no knowledge or experience of the industry more than two days to do.

No wonder we sometimes growl about paying taxes!

TALK of "Buyer's Week" has received little encouragement locally, and we believe that the opposition offered is not without its good points.

It would seem that what the country needs is a steady flow of orders which will enable the factories to continue running and add to their working force as conditions may demand. Business is receiving some stimulation and if the consumer will buy as he needs, and continue to do so, we will not need a "Buyer's Week" to give a false stimulation to the country's industries.

During the holiday season the cigar and tobacco business is usually far above normal. Cigars, cigarettes and tobacco are logical gifts for Christmas. Every one is urged to purchase early and often. The result is that in January you can't give a cigar away to the consumer.

"Buyer's Week" would overstock the trade, strain credits, and curtail normal purchases. We are open to conviction, but at this writing we feel that such a movement has no economic basis and that it would retard rather than advance the return of prosperity.

LEAF MARKET JOTTINGS

PROMOTERS of the new Tobacco Growers' Co-operative Association claim the movement was directly responsible for advances in prices on the several southern markets now selling new tobacco. They point to the fact that last year when a similar action seemed imminent, prices advanced and then fell with the failure of that effort. Accepting the above as true it is certainly an incenive to all interested to stand by the undertaking as a method of permanently bettering the present chaotic condition.

It cannot be denied that southern values have advanced to a point where sellers were fairly well pleased with returns which always precipitates a feeling of self-satisfaction more or less dangerous to the success of organization. Indeed, this always has been one of the methods used by buying interests to hinder the united efforts of sellers, and the latter by this time should see the snare into which they have so often fallen.

On one market a total of half a million pounds was sold at an average price of about $20 per cwt., extreme values ranging all the way from $67 down to $2. At another point where the quality of offering was not so good the average was $12, many growers with better crops $25@$35. At still another place a total of half a million pounds was sold at generally satisfactory prices ranging as high as $90 per cwt. The market here was described as 20@25 per cent. higher than last year with sellers fully pleased and even surprised at valuations. Bidding was active at all points and the demand was good, especially for all grades from about $15 per cwt. up. The tone of market was decidedly optimistic with reference to the future, and further advances were freely predicted. Sales will continue active from now on.

Tobacco men have been trying to interpret the possible effect of the rapidly growing organization of growers on the market. So far, factories seem to regard the movement with little concern, inasmuch as they have not as yet employed their old weapon of advanced prices.

Growers, especially in the Burley district of Ohio and Kentucky, are firm in the hope of a pool and thus an advanced price through a selling association. Shortly there will be not less than three-fourths of the more than one hundred thousand Burley growers enlisted, and then matters will be easy. Growers, speculators and bankers are all in high favor of the movement. The organization is, of course, problematic, and it would be difficult to predict its future even with an imminently great organization.

The Ohio growers were interested in the reopening of the Cincinnati hogshead market which has been closed for some time. The large houses there have been receiving shipments for some weeks preparatory to the opening of the October 5th sales. The market is to sell Burley, dark and cigar tobacco, Saturdays of each week being reserved for the sale of the latter. It is thought that the hogshead method of selling will appeal to sellers who realize the disadvantages of the present loose-leaf plan of marketing.

The principal objection to the latter is the present short selling season, practically compelling buyers to "dump" their tobacco, whereas, if put in hogsheads it may be sold almost any day in the year or held for years at a nominal cost for storage. This movement is justified as indicated by the success of the Louisville, Ky., hogshead market, where some 100,000 pounds of tobacco is sold weekly. The Cincinnati market will in no way take the place or interfere with the various loose-leaf sales houses of the district, which it is presumed, will reopen at the usual time late in the year. The tobacco cutting season in even the most northern localities is now rapidly drawing to a close. There has been little to interrupt the work and it is conceded by all that seldom indeed has, all conditions being considered, better maturity or other indications of quality, been seen. Poleburn is now the only possible mishap and much of the crop has now been cured to such an extent as to make it practically immune from this dreaded trouble. Growers are now showing sample leaves which have fully cured and the same have excellent quality as shown by fiber, color, texture, flavor, etc.

Reports from Wisconsin indicate that the crop from the early harvest is curing nicely, and the late crop is about all harvested. The tobacco harvested from the middle of August to the middle of September is considered to be the most satisfactory and has suffered but little. The late crop had to contend with heavy rain, and hail in some sections. However, good curing weather and proper handling will determine largely the value to be placed upon the 1921 crop. Indications at this time are, however, that Wisconsin will have a very good crop to offer.

As in other sections, the buyers are staying home and prefer to wait and see what the crop will look like after curing.

While the growers in Lancaster County exerted every effort to get their crops housed before frost, the drop in temperature last week caused many of them to get busy on their late crops which they wanted to stand until the last moment in order to get every advantage of the fine weather.

(Continued on Page 10)

Tampa Factories Busy With Orders

Tampa, Fla., October 10, 1921.

TO northern folks' minds, Florida is depicted as a region in which winters are mild and warm, where birds are singing and balmy breezes kiss the faces of tourists, and romance appeals to their imagination everywhere, and certainly Florida is all that and more; but most of those people do not realize that the riches buried in its soil, are not excelled by the wonders of its climate. Who has ever thought of Florida as an oil producing region? Yet, this is about to become a fact.

To the many resources that lay around Tampa to make her a great city, the possibility of oil exploitation looms up strong with the test to be made near Oldsmar —practically a suburb of Greater Tampa—by drilling to begin about October 15. No less personage than R. V. Hill, president of the Hill Oil and Gas Company, an operator in the Eastern Kansas; the Eldorado, Arkansas; the Oklahoma, Texas and Mexico oil fields, is at the head of the enterprise. Rig timbers and carting have arrived at Oldsmar, and from $50,000 to $75,000 will bt expended in the tests, with the expectation to strike oil at a depth of from 2000 to 3000 feet. This will be Florida's first real test for oil; but as besides Mr. Hill, other wealthy oil operators are interested in the project and large tracts of land around Oldsmar have been leased to them, and in view of the reports of geological engineers employed to make surveys in Florida, it is reasonable to believe that Florida, as an oil producing country, will rank in the near future among the greatest oil fields surrounding the Gulf of Mexico.

Another potent factor for the development of Tampa industries and resources, is the solution of the long standing problem of cheap transportation. Positive assurances that the Mallory Line of steamers will improve its shipping service in and out of Tampa, was given to representatives of the Tampa Traffic League by H. H. Raymond, president of the Mallory Line, at a conference during his recent visit to this city. It developed that lines to Baltimore, Key West, Havana and New Orleans could be successfully run, enabling the local shippers to break away from absolute dependency upon the railroads and their extorsionating rates. The members of the special committee representing the Tampa traffic at the conference, were W. C. Thomas, chairman; A. W. Perkins, T. Ed. Bryan, T. D. Jackson, A. L. Cuesta, Jr., C. S. Hoskins and J. G. Anderson, president of the Tampa Traffic League.

The migration of cigar factories to Tampa continues merrily on. The new settler is the Jose Arango and Company factory, successors to the old firm of Julius Fernbach, who for twenty years has been manufacturing cigars in Chicago. Mr. Arango intends to accomplish the move between October 15 and November 1, and after engaging a factory building on Howard Avenue, near El Sidelo factory, left for Chicago to expedite the moving of his factory and his family to Tampa, permanently. This concern has a marketable strength of from six to seven million cigars clear Havana per year, and is a valuable acquisition for the local industry.

The writer has had the pleasure and privilege of an interview with Mr. M. Corral, of the firm of Corral, Wodiska & Co., upon his return from Havana, where he went to inspect his holdings of leaf tobacco, and to make a general survey of conditions. His impressions on the new crop are decidedly unfavorable; as a rule, the tobacco crop of the present year is both short and defective, and the manufacturers will have to depend on their stocks of old tobacco on hand; this means that those in the trade who are holding back their orders, in the expectation of lower prices, will be disappointed; for the old tobaccos had been purchased at top-notch prices, and with the new crop a failure, the prices shall have to be maintained by the manufacturers lucky enough to be able to fill the gap until next crop, with the old high priced tobacco.

Somebody has said that there is a consolation for every affliction, and the writer has found out the truth of that axiom by visiting the mammoth facory of A. Santaella and Company. There was genial Mariano Alvarez, whose main complaint is that business has encroached in his time to the extent of depriving him of playing golf; golf being his favorite exercise outside of turning out "optimos" by the millions. He has the factory running to capacity, and is swamped with orders, to the point that their traveling salesmen are being recalled from the road.

At El Sidelo factory, of the Consolidated Cigar Corporation, a rising sun seems to be the most appropriate emblem for them to adopt. Mr. Ben Cosio, the bright general manager, was all smiles when called upon; the reason was that the demand for "El Sidelo" and "Valli-Valli" cigars has steadily grown up lately, forcing him to increase the output about 500 per cent. on previous production.

Mr. Villar, resident partner of Wodiska, Villar y Ca, is optimistic in his views of the future; for him business and prospects are very good, and the reason for his optimism is obvious; for Mr. Wodiska, his partner, who has reached Omaha, Neb., in his tour of the West, has added to the regular demand for "Dulce" cigars, a number of new orders that confirm the well earned popularity of that brand.

A. Fuente and Company is one of the young factories that are gaining ground steadily, and receiving duplicate orders for their "Garcia Bouquet" brand of cigars. The firm is composed of four active partners, every one an expert in the department under his particular care, and Mr. Diaz, their leader, expresses himself as fully satisfied with the results thus far obtained.

Thomas Leon & Bros. is another youngster with plenty of power to display. Eight brothers, all cigarmakers by birth, form the nucleous of this concern, which is a sure guarantee for careful manufacturing and sure delivery of the goods; consequently, they enjoy the confidence of the most conservative kind of trade.

The name of Y. O'Halloran & Son suggests immediately the recall of the early days of the industry in Tampa; for it was the O'Halloran Brothers who first settled in the section known as West Tampa, then a wilderness and now a thriving city dotted with numerous cigar factories. Ignacio O'Halloran, one of the pioneers, is the head of the firm, and his well estab-

lished reputation as an expert manufacturer, has, like the good wine, gained with age; he reported steady orders and good prospects, with his usual modesty characteristic of the man.

Tom Morgan, of the Morgan Cigar Company, was in a talkative mood when I saw him, and says that, while "Juan de Fuca" cigars have the run on the Pacific Coast, their Middle West salesman, O. R. Thomson, is making a success sending orders and opening new accounts in Cleveland, O., and surrounding territory. The Morgan Cigar Company has on hand a large supply of Havana tobacco, and consequently they are fully able to sustain their old standard of quality.

F. Benjamin and Company are getting ready to place on the market their latest brand, "New Tampa Lilly," of mild Havana cigars, which they intend to make a leader regardless of cost. Mr. Benjamin feels sanguine of their success, judging from the inquiries received from many of the old customers in regard to the new brand.

Mr. E. Henriquez, head of the Henriquez Cigar Company, and Mayor of West Tampa, is proud of the reception made by the trade to their new 10-cent cigar, "Carmelo" wonders, for which he is receiving an endless chain of orders, original and repeats. He believes that this cigar answers the expectations of the smokers, and that this is the secret of its success.

At the San Martin & Leon factory, Mr. Leon was busy putting on file the stack of orders he brought from his extended trip of three weeks, during which he covered a crescent-shaped stretch of territory across the country, embracing the South, Middle West and East. Their brands, "San Martin & Leon" and "Hoyo de Cuba," are giving splendid results, and Mr. Leon, although a little tired from his strenuous trip, during which one-half of the time was expended on board of the trains, is thoroughly satisfied with the results.

Autumn has come with its bright days of 75 degrees and its balmy breezes that invigorate the lungs and predispose the enjoyment of life to the fullest extent; no wonder the people here turn out in mass to the base ball grounds, and discuss the primary election to fill vacancies in the City Commission, with beatific composure. No man can get angry with this kind of weather.

VERITAS.

I. H. WEAVER ESTATE FILED

The recent filing in the Lancaster Orphans' Court of the estate of the late I. H. Weaver, shows a balance for distribution of $569,979.37. This is exclusive of real estate which is valued at $125,000. Mr. Weaver was president of the National Cigar Leaf Tobacco Association and a vice-president of the Tobacco Merchants' Association at the time of his death.

C. P. MATTISON RESIGNS

October 15 will mark the retirement of C. P. Mattison as head of the Fred Opp Leaf Tobacco Company, St. Louis. He will be succeeded by W. D. Curtis, who has occupied an executive position with the concern for a number of years.

Mr. Mattison's resignation was brought about by the opportunity to represent the American Sumatra Tobacco Company in that territory.

Leaf Market Jottings

(Continued from Page 8).

According to those who have seen some of the early cuttings which are curing nicely, it is reported that there is little sign of damage and the leaf is showing a fine color.

The growers are calculating on getting a good price and as usual they are bold enough to say that they will not sell unless they do. However it remains to be seen what will happen if someone makes a break and sells to the first buyer.

After all, due consideration will have to be given to the fact that we are face to face with a declining market and with a growing demand for lower priced cigars and the buyers will be guided by what they can afford to pay in order to produce such cigars profitably.

The appearance of the five-cent cigar and its apparent growing popularity does not indicate that the growers are going to receive as much as they may expect for their tobacco, regardless of how fine a crop it may prove to be.

Reports indicate that the Connecticut crop this year is a highly satisfactory one but to date no sales have been reported and indications are that there will be none until the buyers have a chance to examine the crop.

Meanwhile some of the 1920 crop is moving but it is understood that in making the sales some losses have been taken by the packers. There is plenty of the 1920 leaf still in the hands of the packers and as time goes on, if present sales are to be taken as an indication, the prices that will be paid for it are not going to be profitable to the packers.

There is continued pressure for lower prices all along the line, and if there has been any saving in producing the 1921 crop it will make things much easier. Demand has a very definite influence on prices, and with the cigar production off about 23 per cent. over last year there is no rush to acquire leaf.

SMOKE UP AND KEEP WELL

According to a news report, Professor Funtoni of the Academy of Medicine in Paris has recently issued a report which affirms that the pipe, cigar and cigarette are the most powerful preventatives of grip, spinal meningitis, cholera, diphtheria and typhoid.

"Prolonged tests," the report says, "have proved that these diseases cannot resist the sterilizing influence of tobacco smoke more than five minutes, while if the smoke is inhaled the microbes of ordinary colds are invariably killed before they can enter the nasal passages."

The report recommends the use of a pipe with mild tobacco by women and urges that all nurses and doctors be compelled to smoke while in attendance on contagious and infectious cases.

Business Building

By a trained Business Man and Advertiser
Written especially for
THE TOBACCO WORLD
by A.E.P.

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WHY not get up a guessing contest, or a selling stunt of some kind, both to temporarily increase your trade and to make a deeper dent in the minds of people for your store. There are a hundred ways of doing this, and you can walk all around me in thinking them up. But just for a starter I will hand you this idea.

Take a glass globe or jar—a large and handsome one—and carefully count, say 865 matches, and dump them in the jar. Mount it attractively on a small table, draped with a handsome cover, and put up a placard, reading:

How Many Matches Are In This Globe?
A Good Cigar Given Saturday Night To
Each of the Ten Nearest Guesses.

Have slips printed with spaces for the guess, and the name of the guesser. Have a box to put them in. Let the guessing be free, don't make them buy to give a guess. Of course you won't let any one abuse it by guessing too often.

On Saturday evening appoint three tellers to go over the slips, and announce the awards of a cigar each to the ten nearest guessers.

If sufficient interest is aroused this could be repeated about three weeks, using a different number of matches each week.

* * *

A FEW years ago it was common comment to state that there was no friendship in business. You never hear it now. The keen businessman knows that personal friendship is one of the most important factors of his trade.

The mammoth mail-order houses bewail the fact that they cannot get in personal contact with their customers, and state they could much more than double their business if they could overcome this handicap.

The big mercantile houses are now establishing "personal service departments." They put in charge a man or a woman who is gifted by nature and training—please note that I use the words "and training"—with tact and skill in diplomacy and in making friends.

These departments put as much personality in their letters and their talks as they possibly can. They don't say "we." They don't speak of "the house."

They say "I," and they say it as much as possible.

Any one who has a grievance, and who complains, either in person or by letter, is referred to them. And they are so friendly, so sympathetic, so earnest in righting the error, that they turn enemies into friends.

You, too, have a personal service department—and you are at the head of it. It is very important that you train yourself to become an expert in diplomacy, in making and holding friends; in learning the great art of getting your emotional nature in tune with the emotional nature of other people.

It is one of the most important factors of your work. And it is mighty hard. There is danger of slopping over, of being cold of heart and warm of words, of causing dislike instead of friendship, of over-doing or under-doing. It requires much study, but it is worth it. Go to it!

* * *

WE WATCH the little things closely," said the manager of an establishment which employs some five thousand men. We estimate that every man is confronted with a score of trifles daily. That makes a hundred thousand trifles every day. Let us be unbelievably modest in estimating the value of a trifle, and say that a trifle, well performed, means a gain of one cent—though we believe they will average ten times that.

One hundred thousand trifles at one cent each mean one thousand dollars per day, or three hundred thousand dollars per year.

But, if a trifle, well performed, means a gain of ten cents each, then a force of five thousand men can effect a saving of ten thousand dollars daily to their company by doing little things well.

Think on this, Mr. Dealer. Don't think on it in your hurry, but this evening, after the supper is eaten and the chores done, and you sit in your easy chair inhaling the sweet incense of My Lady Nicotine, then let your mind digest the value of many trifles, and the sin you commit against your business when you mistreat a trifle and make a little loss, instead of giving it your best attention and making a little gain.

Just as many little leaks have sunk many stately ships, so many neglected trifles have caused the ruination of many business establishments.

* * *

ARE you contented? If so I would wish that these words were each a pin point to stir you from your feeling of peaceful content.

For this is not a country of contented people, nor is it a good country for such—particularly if they be businessmen.

(Continued on Page 18.)

"Back to Normal" Says President Sherman

PRESIDENT GEORGE C. SHERMAN, of the Universal Tobacco Machine Company, seldom writes to his customers without embodying in his sales talk constructive arguments of value to the industry. We cannot help but feel that a recent letter from his pen should have wide publicity and in order to do our part, we present it herewith:

"For the period ahead there is no secret formula for prosperity in the cigar industry. The experience of the past year has shown decisively that the only way to bring the cigar business back to normal is through resuming pre-war prices for pre-war quality. Nothing else will turn the trick—absolutely nothing else.

"Cigar manufacturers are not profiteering. Neither are the jobbers or retailers. The only thing that keeps prices above what they should be is avoidable waste in production. Reduce production costs, and the retail prices demanded by the public will take care of themselves.

"In the Universal Model 'F' Stem Crushing and Booking Machine there are many and great chances to save money on production. For example:

"(1) Through the use of the Universal Model 'F' filler stems (leaves under 16 inches) may be converted into top-quality filler tobacco with an increase of from 15 per cent. to 25 per cent. in tobacco yield. The Universal Model 'F' crushes and books as much tobacco as two or more hand strippers can strip and book in the same time. Is that a saving worth the taking?

"(2) In the case of imported filler you can save about 33 1/3 per cent. duty by purchasing the unstripped filler. Stripped filler is classified as 'manufactured' tobacco and the duty is levied on that basis. Surely you can find some good use for such an important saving as this.

"(3) Consider the packing problem. You know very well that it costs very much less in money and effort to pack unstripped filler (as against stripped filler) for importation. Your own experience will check this up as a truly important economy.

"Don't forget that the cigar smoker, in demanding lower prices, will be as insistent as ever upon seeing his standard of cigar quality maintained. Unstripped filler is a guardian of quality, thus:

"(1) It is a known fact that, whereas stripped filler you buy is the filler you get. But when you buy unstripped filler you can always tell beyond the shadow of a doubt whether or not the filler delivered to you is the same as that which you bought. Here is definite and certain quality protection.

"(2) In buying stripped filler from Cuba, Porto Rico and elsewhere, it is impossible to get a definite check on the filler received and to be sure that the filler you buy is the filler you can always tell beyond the shadow of a doubt whether or not the filler delivered to you is the same as that which you bought. Here is definite and certain quality protection.

"Economy, quality, patronage and good-will, all point to the wisdom of buying imported unstripped filler and small domestic filler from now on. Through the Universal Model 'F' Stem Crushing and Booking Machine, you can employ such filler with an accumulation of savings that you have never even dreamed of. That will give you a free hand to lower your prices while protecting your quality. It will place you in the front rank of that band of progressive cigar manufacturers who realize what the public wants and appreciate the tremendous rewards of economical production and sanely revised lower prices."

MORE CIGARS SOLD IN ENGLAND NOW

The effect of the removal of the 50 per cent. *ad calorem* duties on cigars imported into England has been quickly seen, says *The Tobacco Trade Review* (London).

There were entered for home consumption during August, according to Board of Trade returns, a total of 38,162 pounds weight of cigars; in number, roughly, 2,533,000, compared with 968,000 for the like period last year.

An importer remarked in an interview: "We are certainly smoking more cigars, and the chief reason is the disappearance of the *ad valorem* duty. In the four months which have elapsed since the duty was dropped 12,543,000 cigars have been released from bond, or 10,283,600 more than during these four months a year ago."

According to all accounts, these extra cigars are not to be smoked by men alone, for it is stated that twenty thousand ladies' cigars, specially made for fashionable London women, are now on their way to England from Cuba. "Smoking among women," declared a West End blender, "is decidedly on the increase, and, failing to find satisfaction in cigarettes, many of them seek something stronger. A woman naturally would not, or, if you like, could not, smoke the ordinary type of cigar. Hers is made from leaf which is the selection supreme of Havana's factories. Ladies smoke these cigars publicly in restaurants, but very few people who see them would know the difference between such a cigar and a cigarette. Our customers," added the merchant, "are not a bit self-conscious when choosing a cigar; after all, why should they be so?"

CO-OPERATIVE FACTORY FACES BANKRUPTCY

The Boston Union Cigar Makers' Co-operative, Inc., manufacturers of cigars, was the subject of a bankruptcy petition filed with the Federal Court on October 8, by five creditors, all of New York, each with a claim of $1000. The petitioners were S. Rossin & Sons, the Raps Muller Company, Abraham I. Burnstein, Julius Margusse & Son, Inc., and S. Ruppin, Inc.

The corporation was organized by union cigarmakers after several cigar manufacturers had removed their business to other cities as a result of a prolonged strike last year.

Angel L. Cuesta, Sr., arrived in Tampa on the eighth from New York. He has been in Europe for some months working in the interests of the Rotary Club.

DEER JIM. Hows the drug bizness in old Pinkvill? Are many of the feller citizens bying hops now to get lit up with by making home broo?

Speeking about home broo, there was a littel home broo party in our back room the other nite. Chick and Polo was the gilty fellers and Persy was as guilty as he cood get, but I gess he diddent get as far as he wanted to.

Bob found em out. Chick and Polo must hav gone back to the store after it was shut up and gone in the back room where I gess Chick had sum stuf heed bin making out there when he wassent bizzy. It was haf dandy lion wine and haf elderberry wine and haf home broo and I dont kno what all. Chick had bin fixing it a long time and haddent drunk enny of it yet. He was just waiting for it to get rite. It must of bin rite that nite beeaws Bob sed it had a kick like a ellyfunt and a bite like a snapping tirtle.

Well Bob was going home late and he went by our store and he saw they was a lite in the back room beeaws it shode over the transum and he went in and there was Chick and Polo having what they sed was a grees mach. They was 2 pales of automobbel grees the boss had there that he was going to take home and use in his seed ann and Chick and Polo had found em after theyd had sum of that drink I told about. Eech feller had took a pale of grees and he was trying to see how much he cood thro on the other feller. Gee Bob sed Ide awt to of seen it. I wisht I had. They was sites and so was sum of the stock around there. Persy heed hornd in sum way and he was down behind sum boxes sopping up what was left of the dope. Bob sed he thawt Persy must of cum in after the others got lit up or theyd never hav let him in a tall.

Bob tride to stop the grees fite but they sed they was going to put a grees barraj behind him so he coodent get out, but he beet it and lockt the dore on em and he kept em all there til they got kind of a littel sens in their beenes and sed theyd be good, and by that time Persy was asleep.

"You going to tell the boss?" Chick wanted to kno wile Bob was helping em cleen up the stock around where theyd throde grees.

"I sure am," sed Bob. "Nothing like this is going to happen under my noze and not get reported."

They beggd and beggd and Bob finelly sed, "Well youre a fine pear and Ide awt to make you cum cleen about this with the boss but Ime going to giv you a chanse. Pay up for the grees and the dammij and take Persy there home and spank him and put him to bed and prommis me youll cum and get my permisshon before you start enmything like this agen and Ile let you go on good behaveyure."

But Persy blabbd. They treetd him ruf getting him home and the big boob told the boss on em, told him they was soused. And the boss found theyd spoild about fifty dollers worth of stuff with grees. The boss wood of fired Chick and Polo and Persy too only Bob sed he was part to blame and he talkt for em, and Persys mother invited Missis Hecker to a swell party and they callld it all off, but I gess Chick and Polo lernt sumthing. Enyway I herd the boss tell em this. He said "So you see they aint any feller whooz got good judgment when heez had a drink or 2. You wassent very drunk when you began that fite but youd lost your judgment. You yung fellers cant take one drink and let it go at that and youd never get so you cood. If yung fellers had bin that way and cood take a drink and enjoy it and not take another, then there woodent probbaly bin enny probishon. But when its booz your talking about, they aint enny fool like a yung fool."

Well Jim booz dont meen ennything in my yung life. Ime different from theez fellers that say they can take it or leev it. They alwys take it and I alwys leev it. Ime that way.

I dont kno how much longer Persys going to last before the boss fires him agen. Heez getting so he dont kno a thing. He dont even suspect ennything.

We got a barrel of flore oil in the back room and Persy was drawing a 5 gallun can of it today so weed have it to use and it was noon hour and only Persy and me was around the place only I diddent kno what he was doing. Well Persy put the 5 gallun can under the barrel spout and it was pretty thick and run slo, so Persy thawt heed cum back in a minnit and he cum in the store to get sumthing and wile he was there the offis tellyfone rung and he anserd and it was sum jane wanted to make a date with him I gess and Persy is pretty eezy for that stuf and he forgot all about what he was doing and by and by stoppt talking to this tellyfone dame and by then heed forgot he ever had enny oil can left there under the spiekot.

So Persy diddent even go back in the room agen and when Chick and Polo cum in from lunch and steppt in the back room, good nite! There was a Noah flood of oil in the room and the barrel was emty.

(Continued on Page 18.)

CIGARETTES POPULAR IN SPAIN

The Spanish tobacco monopoly at Madrid announces that there is a good market in Spain for foreign cigarettes as the domestic factories are unable to meet the demand.

The company does not object to foreigners selling their goods to their own customers in Spain, provided the company gets its commission on the sale. The company charges 12 per cent. on cigarettes and 25 per cent. on cigars and tobacco. It takes over the goods and collects the bill, turning the money over to the foreign merchant, after deducting its commission. The import duty on cigars amounts to 48, on cigarettes and tobacco to 30 pesetas per kilogram. In addition, a small charge has to be paid for custom inspection.

In Spain everybody, men, women and children, are smoking cigarettes. The consumption of cigars is negligible. Whatever is imported in the line of cigars comes from Cuba almost exclusively.

Wengler & Mendell have recently opened a cigar factory in the window of their store at Dearborn and Madison Streets, Chicago. Cigarmakers are making the finer sizes of "Tom Palmer" and as a result there is always a crowd around the window.

Otto Wiedmann, formerly of the Fuelscher-Wiedmann Company, is now connected with the William F. Brockmeyer Cigar and Tobacco Company, of St. Louis, Mo. His efforts are being devoted to the distribution of the famous "El Producto" brand, "Made-in-Philadelphia."

Emil Judell, well known cigar man of San Francisco, had a unique experience the other day when he talked to his father through the wireless telephone. His father was 1000 miles at sea on the steamer "Empire State." Mayor Rolph of San Francisco talked with Alfred Esberg, who was a passenger on the same steamer.

Precious Liberty

A young colored couple were sitting at the foot of the Statue of Liberty. Henry was holding Mandy's hand.

"Henry," said Mandy, "does you-all know why dey has sech small little lights on de Statue ob Liberty?"

"Ah dunno," replied the Ethiopian swain, "unless it's becaue de less light, de mo' liberty!"—*California Pelican.*

EXPORTS FROM AMSTERDAM

Aside from gold coin and bullion, diamonds were the chief export from the Amsterdam district to the United States during the first six months of this year, the value being $7,164,655, against $21,497,403 during the corresponding period of 1920. The value of the tobacco shipped was $5,115,484 (against $4,598,085 in the first half of 1920), and of the district's other principal exports as follows: Creosote oil $623,836; artificial silk, $415,700; rubber, $350,938; cocoa products, $346,457; paints, $290,102; quinine and cinchona bark, $249,834.

WHAT HAS YOUR BUSINESS LIFE TAUGHT YOU?

If someone entered your office right now and asked you to write down what your years in business have taught you, what reply would you make?

No matter how many years you have been in business, whether five or fifty, your contact with men and women and the experiences you have had must have taught you something worth while.

Is it possible for you to condense what you have learned into a few short sentences?

To illustrate what I mean, let me set down here what A. B. Farquhar says sixty-five years in business have taught him.

(1) That it is, as a rule, safe to trust human beings. Comparatively few are unfair, if you are fair yourself.

(2) That troubles and apparent difficulties are but stepping-stones to progress—the most practical way of learning—and as Greeley said, "The way to resume is to resume."

(3) That there is nothing that will take the place of work either to gain success or to gain happiness or to gain both—and I think it is possible to gain both if in striving and working for success the dollar is not put above the man.

(4) That one can and must keep faith with and in one's self.

(5) That God is not mocked.

(6) That one's only enemy is one's self. In the ultimate no one can hurt you but yourself.—Tom Dreier, in *Forbes Magazine.*

NEW ENGLAND JOBBERS MEET

Between 250 and 300 cigar and tobacco jobbers of the New England States met on September 29 at their first conference in Boston. President R. L. Armstrong presided over two days' meetings, and during that time much constructive work was accomplished.

At the dinner served at the Hotel Brunswick, George Melhado, of Melhado & Company, jobbers of Boston, presided as toastmaster.

TOBACCO PRICES REGULATED IN ITALY

The Italian Minister of Finance has been authorized to fix the following inclusive maximum and minimum limits on the public sale price of tobacco, according to an official decree published in the *Gazzetta Ufficiale* of September 24, 1921, and reported to the Bureau in a cable from Commercial Attache H. C. McLean, Rome: Snuff, per kilo, 45 to 30 lire (unchanged); pipe tobacco, per kilo, 150 to 50 lire (formerly 110 to 50 lire); cigars, per kilo, 3200 to 70 lire (formerly 2200 to 70 lire), each 16 to 35/100 lire; (formerly 11 to 35/100 lire); cigarettes, per kilo, 800 to 60 lire (formerly 600 to 120 lire).

TRANSMOGRIFICATION

A young doctor who was called on for a story at a fraternity smoker, replied: "I cannot tell anything original, nor do I know the source of the one for which I will ask your indulgence. An old colored lady was heard to repeatedly call a little picaninny whose hand she held, Diploma. When asked the reason she replied, 'Because it is the child's name.' 'But where did you get such a name?' 'Well, my daughter went down to a school in Kentucky and this little chap is what she brought home with her, so I calls him Diploma.'"—*Indianapolis Medical Journal.*

Happenings at Washington of Trade Interest

(Special from The Tobacco World's Washington Bureau.)

A DECIDED revival in the tobacco industry is indicated by tax collections for the month of August, just made public by Commissioner of Internal Revenue Blair, which show a total of $27,131,081 collected from this source, as compared with $22,308,778 in July. The August collections, also, were more than four million dollars greater than those for the same month of last year.

That this better business is general throughout the country is indicated by the fact that the transportation show more goods are being shipped and more people are traveling than was the case early in the summer, while the total collections of $128,903,492, reported for the month, although twelve million dollars below those of August, 1920, are nearly twenty millions greater than the $153,267,720 collected in July, 1921.

Better business conditions on the railroad will come as a result of the increased movement of freight and people. The commissioner's figures show a total of $11,350,351 collected from freight shipments during August, as compared with $9,267,151 in July, while $2,777,085 was collected from express packages, as compared with $71,991, and $9,389,417 from personal transportation, against $6,737,223.

* * *

Tobacco manufacturers throughout the country are interested in the bills now before Congress, providing for the issuance by the railroads of mileage books to traveling men at rates below those charged the general public for single trip tickets, and members are receiving large numbers of letters from business men in all lines of industry, urging their support of such measures.

"Doesn't it appeal to you that a man traveling on the railroads each working day of the year and covering hundreds of housands of miles during that time should receive a lower rate than the man who takes an occasional trip?" asked one large manufacturing concern of its Representative in Congress. "In the business world we recognize that a merchant enjoys a lower price on a commodity for which he places an order for a quantity than for a single item. Then why would it not be fair and equitable for the railroads to get in line and adopt the usual trade custom, and issue an interchangeable scrip mileage book to be sold at a discount of 25 per cent. from the regular fare?"

"We have taken off half our road force, and another concern have taken off their entire force of traveling salesmen," wrote the president of another large concern. "The passage of these bills would put hundreds of thousands of travelers back on the road, whose optimistic efforts would materially help business back to its usual stride."

Employment in the tobacco industry decreased slightly during the month of September, according to reports gathered by the United States Employment Service. Better conditions appear to exist in the fourteen major industries covered by the survey, however, only six showing decreased employment during the month and those only to a slight extent. Reports gathered from 1428 firms, usually employing 501 or more persons, located in the sixty-five principal industrial centers of the country, showed 1,544,529 persons employed on September 30, as compared with 1,526,479 on August 31, an increase of 18,050, or 1.2 per cent. The number reported employed on September 30 was 83,605, or 5.2 per cent. below the number employed on on January 31, 1921.

Reports from the tobacco industry showed 271 fewer persons employed by reporting concerns on September 30, than at the close of the preceding month, a decrease of eight-tenths of one per cent. Detailed reports from the various districts indicates considerable unemployment in tobacco and cigars, lack of orders being responsible. In Minnesota, tobacco manufacturing is reported to be normal, but serious unemployment is reported in West Virginia and North Carolina. In the last named State, however, it is expected that the opening of the tobacco market will take care of the unemployment now existing in that industry. Tampa, Fla., reports no unemployment outside of 2500 cigarmakers who are still out of work, while in Key West 950 cigarmakers are idle.

The Senate will not be able to complete its work on the revenue bill much before the end of the month. The defection from the regular Republican ranks of senators from the west and southwest is responsible for a part of the delay. They were not satisfied with the surtaxes and estate taxes recommended by the Finance Committee, did not approve of the repeal of the capital stock tax and wanted the transportation taxes repealed in full January 1, 1922.

In exchange for higher rates on incomes and inheritances, the retention of the capital stock levy and the repeal of the transportation taxes, they are agreeing to the repeal of the excess profits tax. The farmers have been opposed to the latter, but while the senators from the agricultural States have been able to do a great deal for their constituents, even at the expense of other sections of the country they have had their limitations, and had to agree to a compromise.

The organization of blocs in the Senate has become quite a fad. The demands referred to above were made by the tax bloc. In opposition to this there has been formed the manufacturers' bloc made up of senators from the New England and some of the Middle Atlantic States. The object of the bloc is to combat what they term the excessive demands of some of their colleagues, and to see that the interests of the manufacturers are not entirely disregarded. Manu-

facturing and industrial interests are complaining that they have not exerted the influence of former years in revenue and tariff matters, and complain that both the revenue and tariff bills were written by the farmers.

Rates of duty under the American valuation plan will be based upon the costs of commodities as of August 1, last, under a decision of the Treasury Department. Conferences between James B. Reynolds, director of the investigation division which has been created in the Treasury Department for the purpose of furnishing the Senate Finance Committee with cost data, and representatives of manufacturers' and importers' associations have been held during the past few weeks for the purpose of determining the basis upon which the division should work.

The Senate committee is desirous of learning what the American value of American products is and the competitive selling price which they have to meet on the foreign article. This information will enable the committee to determine the amount of protection necessary for American manufacturers to enable them to meet foreign competition.

The Treasury's investigation division is faced with the task of securing data on every commodity in the bill which will bear an *ad valorem* duty, and will furnish the Finance Committee with information regarding the American product and the competing foreign goods.

The information is to be secured from American manufacturers by means of a questionnaire, and they will be asked, in addition to giving data regarding their own product, to furnish information regarding the foreign competing article. This last information will then be checked against similar data which it is planned to secure from importers. In view of the opposition of the importers to the American valuation plan, which they declared during their conference on October 3 would doom the importing industries, some difficulty is anticipated in securing full information from them regarding foreign costs and profits.

It is planned by Director Reynolds to take up the work schedule by schedule, paralleling the progress of the Finance Committee as closely as possible. To this end, the work will first concentrate on the chemical, earthenware and glass, and iron and steel schedules, in order that information regarding those commodities may be furnished the committee without unnecessary delay.

Manufacturers attending the conferences which have been held by Mr. Reynolds have expressed themselves as well satisfied with his plans for handling the work and have assured him of their utmost co-operation in getting out the information desired. The importers, however, are not showing the same spirit in the matter, taking the attitude that the entire proposition is against their interests and that the Government, accordingly, should not look to them for willing assistance.

Among those who attended the conference held on October 3 was Robert F. Lane, representing the Association of United States Representatives of Cigar Factories in Havana.

A steady revival of business is indicated by reports filed with the American Railway Association by the railroads of the country, which show an increase of 19,543 in the number of cars loaded with revenue freight during the week ended September 24, as compared with the preceding week. The total for the week was 873,305 cars, which was the largest number reported for any week since last November; this, however, was 134,804 cars below the total for the corresponding week last year.

More than half of the total increase recorded was in the loading of cars with merchandise and miscellaneous freight, which includes manufactured products. Loadings of this class of freight totaled 533,069 cars, or 10,635 more than during the previous week and only 19,182 less than were loaded during the corresponding week of 1920.

The nondelivery of parcels by express has been reduced to a negligible fraction, according to J. H. Butler, an official of the American Railway Express Company, who spoke recently before a gathering of merchants in Washington. Formerly, said Mr. Butler, his company averaged nearly 300,000 claims for nondelivery a month, but the number now seldom reaches 50,000. Experts have been put on the problem of reducing nondeliveries and are working with the merchants of the country toward the provision of methods which will eventually do away almost entirely with this class of claims.

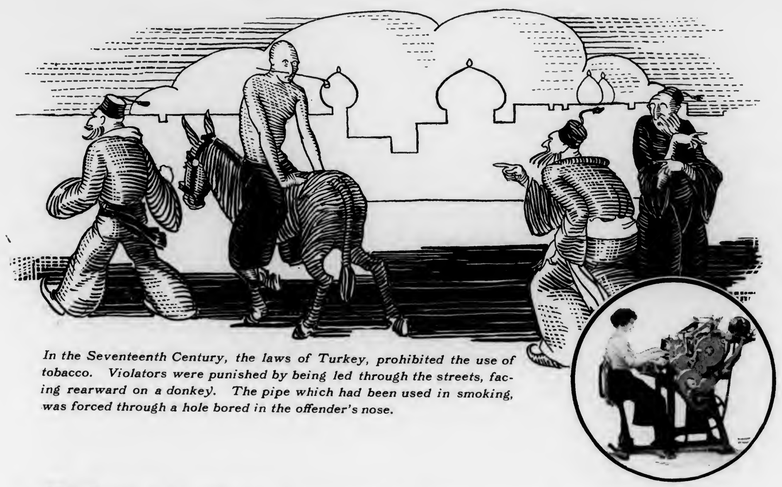
Another explanation has been made of why business has been bad during the past year, this time by Representative Sydney Anderson, chairman of the joint commission on agricultural inquiry, who blames it on the exhaustion of credit and capital during a period of great prosperity and expansion.

"Business cycles of great prosperity and succeeding great depression, such as that from which we are now emerging, have occurred in a more or less regular way among all modern highly-organized nations," declared the Congressman. "Various theories have been advanced as to the cause of these cycles, but the consensus of opinion, I think, supports the view that the primary cause of the arrest of optimism, expansion, speculation and prosperity, and the beginnings of the phenomena of depression is the exhaustion of credit and capital."

Prosperity and expansion induce speculation and extension of debt, he pointed out, and interest and debt overtake and pass current production and savings, inducing a shrinkage of credit; this affects business, and brings about a situation such as we are just recovering from.

Simple enough. The Congresman, however, has as yet offered no solution of the problem of avoiding the fall after the prosperous rise.

UNIVERSAL HISTORY OF TOBACCO



In the Seventeenth Century, the laws of Turkey, prohibited the use of tobacco. Violators were punished by being led through the streets, facing rearward on a donkey. The pipe which had been used in smoking, was forced through a hole bored in the offender's nose.

TODAY, Turkey secures a large yearly revenue from its production of Tobacco. The profits derived from this commodity have led Turkish tobacco raisers to develop this field.

Saves Tobacco Waste—Saves Labor Cost

Increased profits in cigar manufacturing will result from reduction of waste. Save the tobacco waste represented by hand-stripped stems and convert them into smokable filler tobacco by stem crushing your filler leaf on the Model F Universal Tobacco Stem Crushing and Booking Machine.

The leaf, with the stem crushed (not corrugated) to the thinness of the leaf, smokes just as well as "stripped" filler. The finished cigar has the identical appearance, and its aroma and taste are exactly the same, as a cigar made of "stripped" tobacco.

The saving in filler tobacco is from 15% to 25%. The operation of the machine is simple and a beginner acquires skill in a few days. Install the Model F Universal and your saving in stock and labor will fortify you against competition.

Full Information on Request. Write Now.

UNIVERSAL TOBACCO MACHINE COMPANY

116 West 32nd Street, New York, U. S. A.

Factory: Newark, N. J., U. S. A.

UNIVERSAL TOBACCO MACHINE COMPANY OF CANADA, LTD.

108 St. Nicholas Building, Montreal, Canada

(Patented)

The Model C 3 Wrapper Register

The Model C 3 Universal Cigar Wrapper Register counts and registers one, two and three-cut wrappers in pads of fifty cuts.

Business Building

(Continued from Page 11)

This is the country of people who have a "proper discontent." Of people who are never satisfied; who want to expand and develop and grow—and keep on growing, even till the cows come home.

In doing this they are but following that great law of nature which imperatively bids us to grow; which lays a penalty upon all those who disregard it. For the law says: "Go forward, you cannot stand still, and if you do not go forward you will go backward and condign is the punishment of the backsliders."

Normalcy is returning; business is getting its stride; this country has received a mandate from nature to do a great work and play a great part in the world affairs of the future; and it is the stern and imperative duty of every person—that means you—to play a full man's part in meeting the call of destiny.

The way to play this part is by developing yourself and developing your business. Waken, therefore. Get busy. Push your business. Make money. Invest it. Improve your store, your house, paint it freshly, beautify your lawn, buy an auto and go riding with the wife and children. Be on the job of being a wide-awake, active, prosperous, useful citizen of this glorious country.

SOMEHOW I have a feeling of sympathy for a clerk in a little store, or for the proprietor thereof. And I will tell you why. He is outside of the swiftly-moving current of business; he is moving along in a little, slow-moving eddy of his own. He knows not what is going on in the big current, and he honestly believes he is keeping up with the world in all its changes.

But he ain't!

The art of clerking, of pleasing customers, of holding trade, is a complicated and a difficult one. One wouldn't think so, but it takes months of intensive training, and it takes years of hard study to make a trained clerk.

These large stores provide regular schools with capable teachers to scientifically train their clerks in the many-sided game of selling. This instruction is valuable, the clerk in the small store is not getting it; and therefore he is failing to receive the technical training which would make him a valuable man, which would qualify him to build up the business of his employer, or to easily obtain another position where larger opportunities would open up to him.

A clerk can, however, acquire this technical knowledge by self-study if he has the ambition to diligently study his trade journals and purchase and read the technical books on the subject.

The "Robert Emmet" brand has been taken on by E. P. Stacy and Sons for distribution in Minneapolis. Vice-president Tom Monroe, of the Spietz Cigar Company, put the deal across.

The Store Kid

(Continued from Page 13)

"Who dun this?" yelld Polo.

That waked Persy out of his transe and he cum a running to see if his oil can was filld yet and he sed "O I forgot all about that oil."

"You lobster," Chick sed, "You meen to say you went off and left that oil runing like that!"

Persy sed heed forgot it. Then Chick and Polo talkt sum lanwij to him that theyd lernd sum place besides at the mooveys and Polo sed "Lets giv this bird a lessun in menry so heel remember and never do this agen" and he and Chick grabbd Persy and laid him down and rolled him in the oil. Gee Jim, I neerly dide. Did you ever see ennybody blowing bubbels in oil on the flore? Sum site. Persy tride to cuss but all he did was to blo bubbels.

Then he tride to get up and he slippt down 4 or 5 times and nobody was sorry for him and his ma wassent there. Polo grabbed one of the bosses old automobeel tires that was there and thru it to Persy and sed "Grab the life perserver old top." But Persy just crauld out onto dry land and peeld off his cloze and put on a raincoat he had there and had me go get him a yoonion soot at a store and he beet it home and that was at noon and its nite and I aint seen him back yet.

I askt Chick how he thawt he was and he sed oh he gesst oil rite! Sum joker, hay Jim? But Ile bet Persy lernd sumthing about remembring and he wont haf to take enny corrispondense coarse for his memry now.

Well good by old sassyfrass and simnymun,

Your oil rite frend

Bill

PRODUCTION OF TOBACCO IN VENEZUELA

Production of tobacco in Venezuela, both for home and export consumption, is increasing rapidly. In 1917 the total value of the tobacco exported was $50,000; in 1918 it reached the sum of $800,000. In addition, Venezuela grows almost all the tobacco consumed at home. The greater portion of her tobacco exports go to Havana to be used in the manufacture of Havana cigarettes.

Tobacco grown in Venezuela falls into the following classes: Maturin, of medium strength; capadare, which maintains its strength for three years and longer; salon, used in the manufacture of cigars; golfero, grown on the shores of the Gulf of Cariaco from Havana tobacco seeds; guaribe, employed in small proportions to give strength to cigarettes; cocorote, light in weight and used in cigarettes; guacharo, pronounced by Venezuelans the superior of any tobacco grown in Venezuela or elsewhere.

The total amount of capital invested in Venezuela in tobacco cultivation is estimated at $2,000,000.

(Further information on this subject, as well as on others relating to crops and business opportunities, may be obtained from the Commercial Agency of Venezuela, 80 South Street, New York City.)

The Benito Rovira Company are offering a new shadegrown wrapped cigar under the brand "Lafayette." Retail prices range from 10 to 15 cents.

Two National Favorites
HYGIENICALLY-MADE

WAITT & BOND **BLACKSTONE**
Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND **TOTEM**
Imported Sumatra Wrapper
Long Filler

WAITT & BOND, Inc.
NEWARK NEW JERSEY

BERING REGRESO

CORRAL, WODISKA Y CA.
MANUFACTURES OF
CLEAR HAVANA CIGARS
TAMPA, FLA.

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TEIJEIRO & GARCIA
MANUFACTURERS OF THE
R. & T.
CLEAR HAVANA CIGARS
AND IMPORTERS OF LEAF TOBACCO
FACTORY 2512 15th Street TAMPA, FLA.
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WATCH YOUR BARRELS AND BALES
WHEN BUYING PORTO RICAN TOBACCO
THE GOVERNMENT NOW GUARANTEES
THE EXACT SOURCE OF
ALL TOBACCO EXPORTED FROM THAT ISLAND

TOBACCO STAMPS:
White—Genuine Porto Rican growth.
Blue— Mixture of Tobacco grown in P. R. and other countries.
Pink— Tobacco of foreign growth.

CIGAR STAMPS:
White—Mfd. in P. R. with Tobacco produced in P. R.
Blue— Mfd. in P.R. with Porto Rican and other Tobacco.
Pink— Mfd. in P. R. with Tobacco not a product of P. R.

GOVERNMENT OF PORTO RICO
GOBIERNO DE PUERTO RICO
DEPARTMENT OF FINANCE
DEPARTAMENTO DE HACIENDA
GUARANTEE · STAMP
ESTAMPA DE GARANTIA
THIS STAMP GUARANTEES THAT THE TOBACCO CONTENIDO
ESTA ESTAMPA GARANTIZA QUE EL TABACO CONTENIDO
IN THIS PACKAGE IS OF GENUINE PORTO RICAN GROWTH.
EN ESTE ENVASE ES GENUINAMENTE DE PUERTO RICO.

TAKE NOTICE THAT

Every package containing Tobacco Leaf, Scrap, or Cigars, either for domestic use or for export, must display a GUARANTEE STAMP.

The buyer of Tobacco or Cigars can now tell whether he is getting genuine Porto Rican Tobacco or an inferior Tobacco shipped into the Island and reshipped as Porto Rican.

Information about Guarantee Stamps or Porto Rican Tobacco gladly given.

GOVERNMENT OF PORTO RICO TOBACCO GUARANTEE AGENCY
126 Maiden Lane J. F. VAZQUEZ, Agent Tel. John 1379. Cable Address: GARANTOBA New York City

A Headliner
Among Fine Cigars

"Havana Ribbon"

A big Seller and a sure-fire repeater. The new display tin box is in a class by itself.

BAYUK BROS., Inc.

Originators of the
BAYUK INIMITABLE BLEND and
BAYUK INCOMPARABLE BRANDS

Philadelphia

C. H. S.
SHANNA
DUKE of BELCOURT

are quality brands of the Tampa cigar factory that has always stood for the "Open Shop".

VAL M. ANTUONO

TAMPA, - - - FLA.

AUGUST CIGAR PRODUCTION

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of August, 1921:

Products.	*Aug.* 1920.	*Aug.* 1921.
Cigars (large):		
Class A .....No.	138,000,545	201,629,692
Class B .....No.	210,436,725	170,686,352
Class C .....No.	307,678,786	236,472,764
Class D .....No.	11,292,505	11,154,806
Class E .....No.	4,611,728	2,095,419
Total	672,020,289	622,039,033
Cigars (small) .....No.	48,171,240	53,630,000
Cigarettes (large) .....No.	3,966,450	3,947,104
Cigarettes (small) .....No.	3,569,397,443	5,130,577,133
Snuff, manufactured ..Lbs.	2,676,883	3,271,182
Tobacco, manufactured Lbs.	32,164,734	33,601,590

SUPPLEMENTAL STATEMENT

Supplemental Statement

Tax-paid products from Porto Rico for the month of July.

Products.	*July* 1920.	*July* 1921.
Distilled spirits (non-beverage) .....Gals.	2,387	1,752
Cigars (large):		
Class A .....No.	6,800,750	3,931,850
Class B .....No.	1,836,550	340,300
Class C .....No.	15,451,650	3,226,050
Class D .....No.	1,281,525	102,825
Class E .....No.	5,000	
Total	25,375,475	7,601,025
Cigars (small) .....No.	2,000,000	2,000,000
Cigarettes (small) .....No.		1,000

Tax-paid products from the Philippine Islands for the month of July.

Products.	*July* 1920.	*July* 1921.
Cigars (large):		
Class A .....No.	14,367,090	3,880,738
Class B .....No.	9,068,281	777,425
Class C .....No.	4,688,907	73,702
Class D .....No.	650	325
Class E .....No.	390	57
Total	28,125,318	4,732,247
Cigarettes (small) .....No.	413,760	17,050
Tobacco, manufactured, (pounds)		201

Tax-paid products from Porto Rico for the month of August.

Products.	*Aug.* 1920.	*Aug.* 1921.
Distilled spirits (non-beverage) .....Gals.	6,487	1,543
Cigars (large):		
Class A .....No.	1,386,900	5,431,775
Class B .....No.	75,400	605,125
Class C .....No.	4,226,680	6,330,650
Class D .....No.	507,500	135,000
Class E .....No.		2,500
Total	6,196,480	12,505,050

Cigars (small) .....No.		1,000,000
Cigarettes (large) .....No.		60,000
Cigarettes (small) .....No.		4,000

Tax-paid products from the Philippine Islands for the month of August.

Products.	*Aug.* 1920.	*Aug.* 1921.
Cigars (large):		
Class A .....No.	18,209,650	7,165,070
Class B .....No.	12,709,695	994,865
Class C .....No.	5,295,917	103,452
Class D .....No.	55,725	300
Class E .....No.	30	
Total	36,271,017	8,263,687
Cigarettes (large) .....No.	1,000	
Cigarettes (small) .....No.	173,120	251,720
Tobacco, manufactured, pounds		358

Notes and Comments

E. Regensburg & Sons, are now offering the trade a ten-cent size of the famous "Admiration" cigar.

A new cigar manufacturing concern, called the Ogar Cigar Company, is about to start operations in Jacksonville, Ill.

The District Cigar Manufacturing Company has recently been chartered in Baltimore, Md., by James W. B. Pettey and associates with a capital of $250,000.

The Schulte Cigar Stores have recently acquired a new store at Elm and Congress Streets, Portland, Maine. It will be occupied as soon as alterations are complete.

Joe Muer, well known cigar manufacturer of Detroit, has recently placed his famous "Swift" cigar for distribution with the W. S. Conrad Company, of Minneapolis.

W. W. Rosebro, widely known throughout the cigar and tobacco trade, has recently removed to Detroit from Chicago. It is understood that he will make his home and headquarters in that city in the future.

E. Hoffman and Company will in the future have the distribution of the brands of Welcher Brothers in Chicago, Welcher Brothers having closed their offices in that city.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, ETC., OF "THE TOBACCO WORLD," PUBLISHED SEMI-MONTHLY AT PHILADELPHIA.

Required by the Postal Laws and Regulations. By the Act of August 24, 1912.

Name of Editor—Hobart B. Hankins, 236 Chestnut St., Phila., Pa.
Managing Editor—None.
Business Manager—Gerald B. Hankins, 236 Chestnut St., Phila., Pa.
Publisher—Tobacco World Corporation, 236 Chestnut St., Phila., Pa.
Owner—Hobart B. Hankins, 236 Chestnut St., Phila., Pa.
Known bondholders, mortgagees and other security holders, holding one per cent. or more of total amount of bonds, mortgages, or other securities: None.

(Signed) GERALD B. HANKINS.

Sworn to and subscribed before me this 28th day of September, 1921.
JOHN J. RUTHERFORD,
(Seal) Notary Public.
My commission expires January 22, 1923.

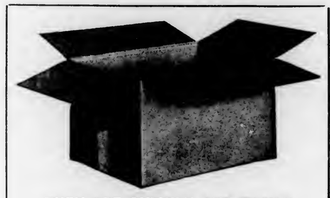
Scharff-Koken Mfg. Co.
ST. LOUIS, MO.

IF YOU WANT TO SAVE TIME and MONEY
USE

Corrugated Fibre Shipping Cases

Endorsed by Manufacturers and Jobbers who have learned that "A Dollar Saved is a Dollar Made"

CORRUGATED BOXES REACH YOU IN FLAT BUNDLES, LIKE THIS



THEY ARE QUICKLY AND EASILY SET UP, LIKE THIS

More quickly packed, require less space, and are cheaper than wood.

Sealed to meet all regulations, and reduce to a minimum breakage and pilfering claims.

Guaranteed to meet all requirements of Express, Parcel Post and Freight.

Reduce *your* shipping expense. Our prices have already declined heavily, and it will pay you to investigate.

Save money by writing us today, stating method of transportation used, weight of contents, and dimensions.

Scharff-Koken Mfg. Co.
ST. LOUIS, MO.

Test of Fitness For Salesmen

By F. Wellington

IF I made up my mind to become a salesman, I would first satisfy myself that the merchandise I was to sell was the best on the market, as to quality, price and business policy.

I'd satisfy myself that the organization with which I was to connect was one that I could conscientiously work for and respect.

I'd learn my line and also all of my competitors' lines, in detail, and know exactly what I had to offer as compared with the other fellow.

I'd school myself in approach and try it out from all angles, selecting the one that produced the best results.

I'd standardize my sales talk and present it clearly and distinctly, eliminating useless words and refrain from the use of slang.

I'd try to be a high class, dignified salesman and win the respect of my customers.

I'd follow up every lead given me by a customer, and try to cite to him an example of where some of my other customers had profited by the same situation.

I'd keep in touch with my trade at all times, and I'd cultivate the acquaintance of everybody in the store, or office, remembering that the employe of today may be the employer of tomorrow.

I'd carry a memorandum book arranged alphabetically in which I'd write the name and hobby of every customer.

I'd put my business on a friendship basis just as soon as possible by catering to the friendship of everyone with whom I came in contact.

I'd keep a suggestion book and pass on suggestions that I considered of value.

I'd endeavor to command every interview.

I'd learn the place to get enthusiastic, the place to get solemn, the place to bang my fists on the counter, and the place to shut my mouth and keep quiet.

I'd defend my house to the last breath.

I'd remember where my pay check came from.

I'd develop a personality—by knowing my business.

I'd be particular about my personal appearance.

I'd have a clean collar and a clean face every morning.

I'd be particular about my samples, about my personal letters.

I'd be careful of my conduct so as to leave no chance for criticism.

I'd keep a careful record of my sales, and also my expenses, and I'd figure my quota on a daily basis—and I'd get it every day.

I'd follow instructions from the house implicitly and co-operate with all departments.

I'd consider myself the representative of the business in the territory where I traveled and act accordingly.

I'd work six days a week, of at least ten hours per day.

I'd never resort to deceitful practices, but on the other hand, I would try hard to avoid being deceived.

I'd try to learn to know the difference between an honest man and one who wished to use me for a purpose.

I'd have a purpose in view for each man I sold—to build him up if he was weak, to encourage him if depressed, to give him a broader view of business and life, and make him successful by using his own resources.

I'd keep posted on current legislation, not only in order to avoid pitfalls for my house, but to be of assistance to my customers in avoiding them, remembering that "Ignorance of the law excuses no one."

I'd get my buyer's name on every order that I took, and would get down on paper any other agreements or understanding that might be made.

If my order was rejected as a bad credit risk, and I considered the man worth while, I'd keep on trying to sell him, but on a cash basis until he established himself and fulfilled my expectations.

I would not violate the spirit of an order, but would avoid being technical.

I'd carry on my dealings with my customers and my house in such a way that neither would ever suspect me of being tricky.

I'd never imply something that I knew could not be done.

I'd answer all my correspondence immediately, especially anything pertaining to matters affecting my customers' financial responsibility, peace of mind, or credit.

I'd guard the merchandise of my house as vigorously as I would dollars in my own pockets.

I'd use my utmost efforts to fit myself for my position, keeping myself in the best of condition, both physically and mentally, and thoroughly prepare myself so that if I were called into a better position I would feel ready and capable of filling it.

I'd avoid exaggerated statements as to the effects of national advertising. I would not promise that it would drive customers into a store.

I'd show how such advertising builds up reputation and prestige for my line.

I'd be on the lookout continually for new talking points, and would carefully scrutinize each piece of printed matter that I received from the home office, particularly the house organ, which may contain material that can be used in selling talks.

I'd send in to the house suggestions, as I picked them up in my travels, that seemed to me to be worth considering.

I'd see to it that my route card was sent in in advance, so that my house would know where to reach me at all times.

I'd try to be cheerful and optimistic at all times, or at least to appear so to my trade, for it is the fellow with the cheery voice and the broad smile and the surplus enthusiasm that makes the best impression.

I'd try to do all these things, for then I would be a real salesman.

FOR fifty years Spanish Cedar has been known and appreciated as the best container for good cigars.

It is admitted that it preserves the condition of the tobacco and improves the aroma.

Of course a great many "just as good" arguments have been advanced by those offering a substitute for Cedar boxes and economic conditions have, to a certain extent permitted the introduction and use of other containers than Cedar boxes; but while Domestic Woods, veneered boxes, glass, paper, tin, and other substitutes for Cedar have been advertised and sold, nevertheless, everyone admits that there is nothing equal to the Spanish Cedar box.

Now we are approaching conditions which will enable the manufacturers of Cedar to put their goods on the market in competition with any other container, and we call the attention of the box making trade to the great reductions in prices and invite their inquiries for Spanish Cedar manufactured in a way as to make it most economical for the use of boxes.

GEORGE D. EMERY COMPANY

IMPORTERS-MANUFACTURERS OF FINE CEDAR LUMBER

220 ELEVENTH AVE., NEW YORK CITY

EL ROI-TAN

PERFECT CIGARS

SOLD EVERYWHERE—GOOD ANYWHERE

F. LOZANO, SON & CO.
HAVANA CIGARS
TRADE MARK
F. LOZANO
FLOR DE NARVEZ
VICLO
WALLS COURT
EL LESSERO
CALATRAVA
REG. U. S. PAT. OFF.
FACTORY & MAIN OFFICE, TAMPA, FLA.
NEW YORK OFFICE. 437 FIFTH AVE., N. Y.

SAN FELICE
FOR GENTLEMEN OF GOOD TASTE

The National Choice For a Quarter of a Century

NOW BANDED

The Diesel-Wemmer Co.
MAKERS
Lima :-: Ohio

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
General Office and Factory, TAMPA, FLA.
Eastern Office
222 Pearl St.
New York
Warehouse
Havana
Cuba

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Dumuch.
DEPT. A

CHARLES CANTER, BUYER FOR GENERAL CIGAR COMPANY, KILLED IN ACCIDENT.

Charles Canter, of the purchasing department of the General Cigar Company, while driving from Hanover, Pa., to York, Pa., to catch his train to New York, during the severe windstorm which swept this section on Friday afernoon, September 30, blew the sedan which he was driving from the roadway, throwing Mr. Canter out, breaking his neck and killing him instantly.

Mr. Canter had been visiting William N. Leschey, cigar box manufacturer of Hanover, Pa., and was driving Mr. Leschey's sedan at the time of the accident. Mr. Canter was accompanied by Mr. Leschey and Henry Voice, the latter representative of the Pasbach-Voice Lithograph Company, of New York. Mr. Leschey escaped with cuts and bruises and Mr. Voice suffered a sprained back.

The accident occurred about four miles from Hanover on Luchenbaugh's Hill. Mr. Canter, who is a licensed driver, was proceeding slowly down the hill with the windows of the car open.

According to Mr. Leschey, a terrific gale of wind caught the car and lifted it from the roadway, sweeping it down the hill and over an embankment into a field, where it landed facing the opposite direction.

As the wind ripped the top and one side from the car the three occupants were hurled out. Mr. Canter was seen to land in a sitting posture and then topple over.

He was carried to a nearby farmhouse where physicians who were summoned pronounced him dead.

The funeral was held on Sunday from his home at 385 Fort Washington Avenue, New York. It was attended by many well known in the cigar industry.

Mr. Canter was held in high esteem by all who knew him and his death came as a severe shock to his many friends in the industry.

JOSE MATIENZO CABLES

Jose Matienzo, president of the Millsco Advertising Agency, with headquarters at 432 Fourth Avenue, New York City, who left recently for Porto Rico to propagandize on behalf of the tobacco industry on that island and to interest the Associated Growers of Porto Rican leaf in a nation-wide advertising campaign to the consumer in the United States, has cabled that everything is harmonious there; that he has had conferences with official representatives of the Associated Growers and that they are all enthusiastic over the installation of the Tobacco Guarantee Agency in New York, the consequent publicity and the much more satisfactory state of the Porto Rican cigar and tobacco industry, since its establishment with Senor Vazquez in charge. All parties interested look with favor upon a national advertising campaign on behalf of Porto Rican leaf and cigars in the United States.

Senor Matienzo, because of coming conferences with Porto Rican officials, will delay his return to the United States until October 17.

HARRY LEWIS A CHICAGO VISITOR

Sprague, Warner & Co., Chicago distributors for the "John Ruskin" and "Flor de Melba" cigars made by the I. Lewis Cigar Manufacturing Company, Newark, N. J., recently had Harry Lewis, of that firm, as a visitor. While there conferences were held to plan a sales campaign on the above brands.

SENATOR ZENO UNDISTURBED

OFFICIAL word comes direct from Senator F. M. Zeno, of the Porto Rican Senate, who is also the president of the Tobacco Growers Association on that island, that all interested need not be apprehensive because of the suit instituted last month by the Porto Rican American Tobacco Company, with a view to nullifying and ending the existence of the Tobacco Guarantee Agency of Porto Rico in New York, and of discontinuing the official use of the guarantee stamps on tobacco and cigars.

Senator Zeno makes it plain that the public-spirited efforts, on behalf of the united growers of tobacco in Porto Rico, through Senor Vazquez, will go on without interruption; that if the law recently enacted by the Porto Rican Legislature to create the Guarantee Agency, succumbed to legal onslaughts. Another enactment, avoiding whatever technical deficiencies such counsel may be able to find, will be placed right on the statute books of Porto Rico, and by a safe majority of both houses.

The suit instituted will take about two years to reach a final decree by the court of last resort, after final appeal, if such is made. If delays should stop the activities of the Porto Rican Guarantee Agency, the Legislature of the territory will come straightway to the rescue, as already stated, and pass another enabling act to restore the agency and re-authorize the use of the official classifying stamps, according to Senator Zeno, and thus no delay in the agency's operations seems possible.

NEW HEAD FOR INTERNATIONAL PLANTERS

G. O. Tuck, widely known tobacco man and a member of the G. O. Tuck and Company branch of the International Planters Corporation, was recently elected president of the International Planters Association at a meeting of the directors, succeeding A. J. Mace who resigned. Mr. Mace continues as a vice-president.

While the New York offices at 280 Broadway will be continued, the headquarters of the International Planters Corporation will in the future be located in Louisville, Ky. This corporation has been engaged in exporting tobacco throughout the world.

WEYMAN-BRUTON ADD TO REAL ESTATE HOLDINGS IN RICHMOND, VA.

Weyman-Bruton Company has recently purchased the property at the northeast corner of Eighteenth and Cary Streets, Richmond, Va. By this purchase they acquire the entire frontage on Cary Street between Eighteenth and Nineteenth Streets. Some time ago they acquired the United States Tobacco Company, and the J. G. Dill Tobacco Company. They will take possession of these properties early in 1922. They are said to have paid $100,000 for their latest acquisition.

MORRIS J. LEVI RE-ENTERS LEAF GAME

Morris J. Levi, whose experience covers quite thoroughly the cigar manufacturing and leaf tobacco industries, has recently entered the leaf tobacco business again, joining the organization of one of the best known leaf tobacco houses in the country, that of Julius Marqusee and Son, Inc., 141 Water Street, New York.

DIVIDEND ON BAYUK BROS. PREFERRED

A quarterly dividend of 2 per cent. has been declared by Bayuk Brothers, Inc., on the first and second preferred stocks of that firm.

"This is the Life Cigarettes"
The delicious Burley Blend makes them mellow and mild—and Oh! but you'll learn to love the taste of Chocolate
FRAGRANT—DELICIOUS
Life
CIGARETTES
EXCLUSIVE PROCESS
....UNION MADE....
Patterson Bros. Tobacco Co., Tr.
RICHMOND, VIRGINIA
IF YOUR DEALER DOES NOT HANDLE THEM, WRITE US

MURAD
THE TURKISH CIGARETTE
Every day MURADS are held higher in the estimation of the men who smoke them.
They are the standard of Taste.
They never disappoint—never fail—never change—
They are 100% pure Turkish tobacco—of the finest varieties grown.
Men are proud to smoke them in any company—on any occasion.
They are the largest selling high-grade cigarette in the world.
The cigarette smokers of America DO prefer Quality to Quantity.
"Judge for Yourself—!"
MURAD
TURKISH CIGARETTES
ARE MADE ESPECIALLY FOR THE DISCRIMINATING AND EXPERIENCED SMOKER OF HIGH GRADE TURKISH CIGARETTES
The blending is exceptional
Anargyros
THIS PACKAGE GUARANTEED
20¢
Anargyros
Makers of the Highest Grade Turkish and Egyptian Cigarettes in the World

Tobacco Merchants' Association Registration Bureau,

5 Beekman Street
NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.
made for every ten (10) additional titles necessarily reported.

REGISTRATIONS.

LEADERS PRIDE:—42,270. For cigars, cigarettes and tobacco. September 16, 1921. Joseph Langer, Brooklyn, N. Y.

EL RISDAL:—42,271. For all tobacco products. September 20, 1921. American Litho. Co., New York City.

GEN. ENOCH H. CROWDER:—42,272. For all tobacco products. September 21, 1921. American Litho. Co., New York City.

SUSQUEHANNA TRAIL:—42,273. For cigars. August 9, 1921. H. F. Fidler & Co., Womelsdorf, Pa.

OPWIL:—42,275. August 17, 1921. Opler & Willert, Buffalo, New York.

VAN HEUSEN:—42,276. For all tobacco products. September 22, 1921. Petre Schmidt & Bergmann, New York City.

VAN RAALTE:—42,278. For cigars, cigarettes and tobacco. September 26, 1921. Joseph Van Raalte, St. Louis, Mo.

PERFECTO:—42,279. For briar pipes. September 17, 1921. Manhattan Briar Pipe Co., Brooklyn, N. Y.

INDIAN HEAD:—42,280. For briar pipes. September 17, 1921. Manhattan Briar Pipe Co., Brooklyn, N. Y.

THE DUKE:—42,281. For briar pipes. September 17, 1921. Manhattan Briar Pipe Co., Brooklyn, N. Y.

PICCADILLY:—42,282. For briar pipes. September 17, 1921. Manhattan Briar Pipe Co., Brooklyn, N. Y.

SPEAR HEAD:—42,284. For briar pipes. September 17, 1921. Manhattan Briar Pipe Co., Brooklyn, N. Y.

LORD BYRON:—42,285. Briar pipes. September 17, 1921. Manhattan Briar Pipe Co., Brooklyn, N. Y.

GOLD DOT:—42,286. For briar pipes. September 17, 1921. Manhattan Briar Pipe Co., Brooklyn, N. Y.

SILVER BAR:—42,287. For briar pipes. September 17, 1921. Manhattan Briar Pipe Co., Brooklyn, N. Y.

CAPSTAN:—42,288. For briar pipes. September 29, 1921. Manhattan Brar Pipe Co., Brooklyn, N. Y.

EL STURKO:—42,289. For cigars. May 16, 1921. American Box Supply Co., Detroit, Mich.

WILLIAM CASLON:—42,292. For all tobacco products. September 29, 1921. The Moehle Litho. Co., Brooklyn, N. Y.

PLOUGHMAN:—42,291. For cigars. September 29, 1921. F. M. Howell & Co., Elmira, N. Y. Originally registered by registrant on June 17, 1907.

LA PIAVA:—42,293. For cigars. September 6, 1921. Washington Cigar Co., Newark, N. J.

PAINTER CREEK:—42,294. For cigars, stogies and cigarettes. September 29, 1921. York & Heller, Greenville, O.

TRANSFERS.

VIONA:—29,676. (Tobacco Journal.) For cigars, cigarettes, tobacco. Registered December 15, 1904, by O. L. Schwencke Litho. Co., Brooklyn, N. Y. By various transfers acquired by Gladin Bros., Chicago, Ill., and re-transferred to W. B. Cigar Company, Chicago, Ill.

ZWIAZKOWIEC:—34,268. Tobacco leaf for cigars. Registered November 6, 1907, by L. J. Czechowski, Cleveland, O. Transferred to W. C. Brisky, Cleveland, O., on September 16, 1921.

LA CONFLUENCIA:—23,257. (Trade-Mark Record.) For cigars. Registered September 21, 1900, by Gregor Albert, Cleveland, O. Transferred to C. De Arango, Cleveland, O., on January 13, 1921.

PARKBROOK:—13,658. Tobacco leaf for cigars. Registered June 21, 1897, by Gregor Albert, Cleveland, O. Transferred to C. De Arango, Cleveland, O., on January 13, 1921.

OPERA PONY:—19,669. Tobacco leaf for cigars. Registered September 14, 1900, by Gregor Albert, Cleveland, O. Transferred to C. De Arango, Cleveland, O., on January 13, 1921.

SUSQUEHANNA:—(Tobacco Journal.) For cigars. Registered November 5, 1884, by Urben & Righter, Columbia, Pa. Transferred to H. F. Fidler & Co., Womelsdorf, Pa., on September 20, 1921.

TOSKA:—2809. Tobacco leaf for cigars. Registered December 30, 1887, by W. Graf & Co., Milwaukee, Wis. Transferred to The Mueller & Son Co., Milwaukee, Wis., on October 24, 1912.

SENATE CLUB:—2488. Tobacco leaf for cigars. Registered May 23, 1887, by J. H. McIllvain, Philadelphia, Pa. By various transfers acquired by L. P. Kimmig & Co., Philadelphia, Pa.

TAMPA MONARCH:—35,079. (World Bureau.) For cigars. Registered June 27, 1908, by Pride Cigar Co., Tampa, Florida. Transferred to J. M. Sweat, proprietor. Monarch Cigar Co., Tampa, Fla., on April 14, 1920 and re-transferred to Tampa Cigar Co., Tampa, Fla., on September 30, 1921.

LA COYESCA:—39,375. (United Registration Bureau.) For cigars, cigarettes and tobacco. Registered October 5, 1915, by Moehle Litho. Co., Brooklyn, N. Y. Transferred to M. Membiela Y Ca. Tampa, Fla., on April 28, 1921, and re-transferred to Tampa Cigar Co., Tampa, Fla., on May 17, 1921.

GUARANTEE AGENCY ORGANIZED

THE Tobacco Guarantee Agency of Porto Rico, with New York headquarters at 126 Maiden Lane, New York City, is now organized for nation-wide operations with Jose Felix Vazquez at the helm, with Mercedes G. de Hidalgo as his private secretary, to oversee office details and other matters of routine, and with Lois P. Cabespany as the official inspector of all shipments. The last-named will check up all incoming consignments of tobaccos and cigars from Porto Rico, and classify such cargoes as to kind or description, as per the self-explanatory guarantee stamps affixed thereon.

The added personnel of the Porto Rican agency will enable Jose Felix Vazquez to journey to any cigar manufacturing centres where his presence will be advantageous to all concerned. He contemplates a trip to Tampa, Fla., and to nearby bases of the industry, such as Philadelphia, and other sections of Pennsylvania, Chicago, and New Jersey points.

TOBACCO SALESMEN'S BOARD TO MEET

The second annual convention of the National Board of Tobacco Salesmen's Association is scheduled to be held in Boston, Mass., on December 31st. The associations of Newark, N. J., New York and Boston will be represented. One or two other local associations are in the course of formation and if organized by that time, they will also send representatives.

With the opening of a cigar store at Washington and Mohawk Streets, Buffalo, N. Y., the Joseph T. Snyder Cigar Stores of that city acquired their eleventh link. The company considers this one of their best locations.

E. Rosenwald & Bro.
145 WATER STREET, - - - NEW YORK

The Tobacco World
Established 1881

VOLUME 41 OCTOBER 15, 1921 No. 20

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.
PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37TH STREET
BROOKLYN, N. Y.
HIGH GRADE CIGAR LABELS AND BANDS
170 WEST RANDOLPH ST., CHICAGO, ILL.
723 BRYANT STREET, SAN FRANCISCO, CAL.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L. MANAGER
PASBACH-VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Gratiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

High Grade Cigar Labels
WE have just purchased the entire stock of the exceptionally fine line of Labels formerly lithographed and carried by Louis E. Neumann & Co. This complete line, together with our own and those formerly made by Krueger & Braun, is now being offered at exceptionally low prices to close them out. Editions run from 2000 sets upwards. **Good opportunity to obtain a private label in small lots.**
SAMPLES FURNISHED ON APPLICATION
Wm. Steiner Sons & Co.
257 to 265 West 17th St. New York City

GEO. SCHLEGEL
22nd St. and Second Ave.,
NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET,
LOUIS G. CAVA, Mgr.

SHADEGROWN

Connecticut, Florida

and

Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

131-133 Water St., New York City

VOLUME 41 NO. 21

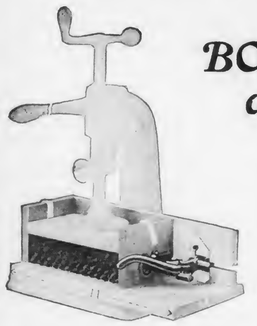
The TOBACCO WORLD

NOVEMBER 1, 1921

Wolverine Packing Presses

for

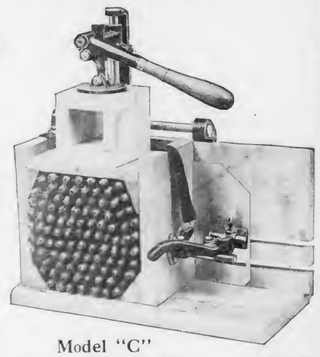
BOXES, BUNDLES and TIN CANS



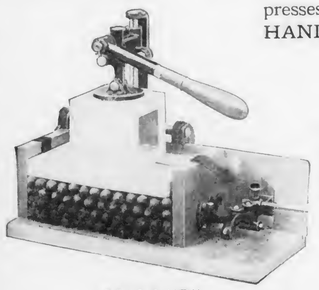
Model "A"
For 50 Cigars, - $7.50

THE WOLVERINE PACKING PRESSES have been designed to suit the needs of the individual user. Sturdily built and made to eliminate all waste motion, they represent the latest in packing equipment.

CUT DOWN YOUR PACKING COST by banding cigars before boxing them. They will lay in the box with bands face up just as you lay them in these packing presses. THIS ELIMINATES DOUBLE HANDLING.



Model "C"
For Bundles of 100, - $16.00



Model "B"
"B-1" for 50 Cigars, - $10.00
"B-2" for 100 Cigars, - 12.50

Model "E" for Round Tins

is a recent addition to our line. Made to pack 50 cigars in *any size* round tin or glass jar. Will not split or break the wrapper.

Write for our Descriptive Circular

Model "E"
For 50 Cigars in Round Tins, $35.00

PULTE-KORRECK MACHINE CO.

Manufacturers of Wolverine Bunch Breakers

GRAND RAPIDS, MICHIGAN

ROBT BURNS
ROBT BURNS
ROBT BURNS
Epicure
Long, straight and slender. Due to its shape, Epicure is a very mild smoke. Full Havana filler, of course.
Price:
2 for 25c
13c for One
Perfecto
Robt. Burns Perfecto tapers at both ends. Gives you the full-bodied aroma of its carefully selected Havana filler.
Price:
2 for 25c
13c for One
Invincible
Of the Perfecto type but longer. Wrapped securely in foil to keep the full Havana filler at its best and protect against breakage.
Price:
15c straight
Robt. Burns Cigar is Full Havana Filled
Three Excellent Shapes
—all Full Havana Filled
YOUR ENJOYMENT of the full Havana filler of Robt. Burns is added to by the fact that you can select from three excellent shapes.
The same choice Havana is used in all three sizes. It is carefully selected from the best crops of the Vuelta Arriba district. As used in Robt. Burns, this leaf is made mild by special curing, but without loss of the characteristic Havana fragrance.
Each shape is a fine example of the art of cigar making. Each must pass careful inspection before the Robt. Burns band is affixed.
General Cigar Co., INC.
NATIONAL BRANDS
NEW YORK CITY

CHANCELLOR
Cigar

For years distinguished by its excellence
The Acknowledged Leader
Among Mild Sumatra-wrapped Havana Cigars

SAN MARTIN & LEON COMPANY
TAMPA, FLORIDA
Manufacturers of
HIGH-GRADE MILD HAVANA
CIGARS
Under their Brands:
"SAN MARTIN y LEON"
"HOYO DE CUBA"
and
"EL BRICHE"

TOPIC
HAVANA CIGARS
10c. Straight, 13c., 2 for 25c
15c. Straight

The first choice among business men and after-dinner smokers, has met with wonderful success wherever placed : : :

Bobrow Brothers
Manufacturers
Philadelphia, Penna.
Makers of the famous "BOLD" cigar

LA PREFERENCIA.
CIGAR
A SUCCESS BASED ON PERMANENT QUALITY

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OTTO EISENLOHR & BROS. INC.
PHILADELPHIA —— EST. 1850

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CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

SALESMEN WANTED

POSITION WANTED—By a competent man, who has had five years' experience superintending a factory for one of the largest cigar manufacturing concerns in the country. Same concern will furnish recommendation. Address Box 431, care of "The Tobacco World."

A Cigar Manufacturer wants to negotiate with first class salesmen, who can take on a new line of high grade cigars on commission basis. Address Box 420, care of "The Tobacco World."

A CIGAR MANUFACTURER OF FINE AND CHEAPER grades of cigars would like to negotiate with a first class and aggressive salesman who can take on a new line of high grade cigars on a commission basis. Address Box 430, care of "Tobacco World."

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EXPERIENCED TOBACCO BUYER WANTS TO BUY TOBACCO from productive Miami Valley of Ohio for established Philadelphia concern. With few exceptions the Miami Valley crop will approach its usual high standard of perfection. Concerns will do well to make known their wants early. Write Box #2, Farmersville, O., for particulars.

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FOREMAN WANTED FOR PHILADELPHIA FACTORY. One who understands suction and hand methods, and acquainted with local conditions. Address Box 432, care of "Tobacco World."

CLERK WANTED

BRIGHT YOUNG WOMAN WANTED FOR CLERICAL AND Stenographic Work in office of local cigar factory. Address Box 433, care of "Tobacco World."

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FOR SALE—BEST GRADE TOBACCO HOOKS; $1.25 each; $14 per dozen; $24 per two dozen. Write W. G. Distributing Co., care of Box 2, Farmersville, Ohio.

100 BARRELS CONNECTICUT BOOKED AND STRIPPED and Booked Fillers. Very reasonable price. Max Rosenfeld, 220 State Street, Hartford, Conn.

TINFOIL FOR SALE—2000 pounds of Star pattern tinfoil for a 5¼-inch cigar. A low price to interested party taking all of it. Address Box 434, care of "Tobacco World."

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ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs

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CIGARS · MANUFACTURED · IN · PORTO RICO ·
CIGARROS · MANUFACTURADOS · EN · PUERTO RICO
WITH PORTO RICAN AND OTHER TOBACCO
MEDIO CENTAVO
HALF OF ONE CENT

CIGARS:

WHITE—Manufactured in P. R. with tobacco produced in P. R.
BLUE—Manufactured in P. R with Porto Rican and other Tobacco
PINK—Manufactured in P. R. with tobacco not a product of P. R.

TOBACCO:

WHITE—Genuine Porto Rican Growth.
BLUE—Mixture of Tobacco grown in P. R. and other countries.
PINK—Tobacco of Foreign Growth.

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Blended by the Master Blender, Charles J. Spietz

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Two National Favorites

HYGIENICALLY-MADE

WAITT & BOND **BLACKSTONE**

Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND **TOTEM**

Imported Sumatra Wrapper
Long Filler

WAITT & BOND, Inc.

NEWARK NEW JERSEY

A TRUTHFUL TALE!

For years our cigar boxes have been distinguished by their excellence. Today we are the acknowledged leaders of cigar box manufacturers.

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MANUFACTURERS OF
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LA MEGA
Clear Havana Cigar
MADE-IN-BOND

LA MEGA is made only in the finer grades.
More than 50 shapes and sizes to select from.
Prices and terms cheerfully furnished upon application.

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TAMPA, FLA.

Volume 41

THE TOBACCO WORLD

Number 21

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, NOVEMBER 1, 1921 Foreign $3.50

Happenings at Washington of Trade Interest

(Special from THE TOBACCO WORLD'S Washington Bureau.)

AMERICAN tobacco dealers, especially those near the border, having dealings with Canadians in the course of which they receive Canadian money orders, no longer will be forced to discount such orders when cashing them at post offices in this country to cover the difference in exchange, according to an announcement by the Post Office Department, arrangements having been made with the Canadian postal authorities whereby purchasers of orders in Canada will be required to pay a sum sufficient to cover the difference in exchange.

Hereafter Canadian money orders will be payable at post offices in the United States at their full face value. The Canadian post office department, recognizing the difference in value between the currencies of the two countries, collects from the remitters of such orders a commission approximately equal to the difference, and provides for payment of a premium on orders issued in the United States and drawn on offices in Canda.

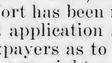
A resident of Canada desiring to effect payment at any post office in the United States of $100 may be required to pay in at the office of issue possibly $108, $110 or $112, according to the prevailing rate of exchange, but the order is made out for $100 and the payee is entitled to receive $100 in United States currency without deduction of any kind.

New Regulations No. 8, dealing with the tax on tobacco, are now in course of preparation by officials of the Internal Revenue Bureau and will be ready for distribution during the latter part of November.

The new regulations will be the most complete work that has been issued on this important subject by the bureau, and will contain several features that have not been included in previous versions. Several months have been spent in preparing the work and the information in the regulations has been checked from every possible official source, so that the manufacturer, dealer and other handlers of tobacco will have available a complete handbook of tax information.

One of the prominent features of the new regulations is the inclusion therein of all existing revenue laws on tobacco. This will be the first official compilation of the various Acts of Congress under which the tobacco industry is taxed. The regulations will be divided into sections, each dealing with a different branch of the tobacco industry and each containing a full explanation of every paragraph of the tax laws which apply to that particular branch.

While the original Regulations No. 8 were, for the most part, general in scope, every effort has been made to have the revised version of direct application so as to leave no doubt in the minds of taxpayers as to what is required of them, as well as their own rights under the law. Based upon the experiences of the bureau since the enactment of the first war revenue law in 1917, and checked against the opinions which have been rendered by the Solicitor for the Bureau, the new regulations will be up-to-date in every particular.



Too much criticism, most of it unjust, has been leveled at the trade associations throughout the country, according to Secretary of Commerce Hoover, who, with Attorney General Daugherty, has been working for some time on an official statement which will define the attitude of the administration toward such organizations. The stand of the Government, which will be formally announced within a few days, will not be severe as regards functions which do not violate the restraint of trade laws, the Secretary intimated in an address last week before the Synthetic Organic Chemical Manufacturers' Association.

"The trade associations throughout the country have been subject to a great deal of criticism because some very small minority of the associations have undertaken practices that were in fact or in suspicion a violation of the restraint of trade acts," said the Secretary. "A short time ago a canvass was made of trade associations to find the number that embraced in their category of effort those particular functions which are subject to a suspicion, and it was found that less than ten per cent. of the trade associations of the United

States have any functions of that character at all; that there were associations that had been created under the name and cloak of trade associations for the purpose of restraint of trade and of combination, and that had brought the whole world of trade associations into some criticism.

"But that canvass and knowledge in the department of the working of the vast majority of trade associations in this country, convinces me that the objective of these organizations is not in the remotest sense against the public interest; that, in fact, a study of the trade associations we have made shows something like thirty different lines of activity in which they were engaged, covering a great range of educational subjects, matters of improvement in fundamental practice in the industry as to trade questions, interest in matters of transportation, elimination of waste, foreign trade, etc., and of all those activities there had been embraced only two that were at all subject to discussion as to whether or not they were against public interest in even a remote sense and, as I say, less than a very small fraction of these associations were even engaged in those.

"So that I feel that the trade associations have been unduly criticised, and that they do contain in them a tremendous possibility and, in fact, the only avenue that I can see by which the Government can get into contact with the trades in the mutual advancement of some of our fundamental interests, and it is the only avenue that I know where it is possible to take up these collective problems and get some solution."

WEBSTER CIGAR COMPANY

A CALL at the offices of the Webster Cigar Company, Detroit, Mich., elicited the information from President Samuel T. Gilbert that they are far oversold and that their production of 45,000 cigars a day does not suffice to meet the demand.

Those in the trade who have the opportunity to do so, should not fail to pay a visit to the splendid new factory of the Webster Company. The executive offices are complete in every detail even to shower baths, and are handsomely furnished. The packing room is one of the most complete in the country, and is on the first floor with vast windows along the entire northern side, where the cigars are packed under ideal conditions. The cigar-making floor is a vast daylight room with a wall of almost solid glass on all four sides. The basement used for the storing of the finest Havana filler and Java wrappers, has been carefully arranged, providing for every emergency, even flood.

No opportunity to provide for the convenience, comfort and health of the employes in the Webster factory has been overlooked. Iced water is to be had from sanitary drinking stations in all parts of the factory. There are rest rooms for both men and women and all other necessary features, including shower baths.

In reviewing conditions, President Gilbert said that considering the fact that they have been producing only since August 5th, he considered their progress unusual. He said, "Price is secondary with us. Our Havana and Java must be of the best. We expect and demand perfect workmanship, and only conscientious workmen capable of producing work that will meet our requirements, can find employment here." The factory was constructed to provide for the erection of additional floors and President Gilbert dropped the information that their unusual business had made it necessary for them to proceed with the plans for two additional stories.

Editorial Comment

DESPITE the reports of serious damage, published by the daily press, regarding the terrific storm which swept over Tampa last week, our correspondent advises that the cigar industry as a whole suffered only slight damage and that all factories are now working.

This means that the trade need have no apprehension regarding a complete supply of Tampa cigars and that orders will continue to be filled promptly.

CIGAR manufacturers interested in increasing the sale of their products will doubtless note with interest the complaint of the retail trade regarding the price marks pasted on the boxes.

One of the country's best known retailers said to the writer recently that he had already felt the effect of this practice in the sale of holiday goods. He stated that a merchant called upon him and asked for a one-fortieth packing of a certain brand. Upon being shown the package he said, "I wanted a lot of these for Christmas, but I won't buy them with the price tag pasted on the lid. People who give Christmas gifts do not enclose the sales receipt or price ticket, and it is also embarrassing to the one who receives the present."

This is not an attempt of the retailer to evade the proper sales price for the merchandise, but is a frank statement from a consumer who does not want gifts to be marked with the price.

While doubtless this might also apply to one-twentieth packings, it seems to us that the elimination of the price tags on the one-fortieth packings particularly at this season of the year would be good business, and a welcome assistance to the retailer.

Every advantage that can be given the retailer in aiding him to do a banner holiday business should be given, and no doubt the cigar manufacturers will gladly do their part in this matter.

TOBACCO SALESMEN'S TENTH ANNIVERSARY

The Academy, 109-115 West Seventy-ninth Street, New York, was the scene of an elaborate dinner and dance on the evening of October 16, when the Tobacco Salesmen's Association of America, Inc., celebrated its tenth anniversary. About seventy-five members and their ladies were present.

The guests of honor were Harry Prochaska, father of the organization and its first president, and Jesse Powell, also a past president, and who acted as toastmaster.

President William Sam introduced the toastmaster and he immediately called upon Secretary Leo Rieders to read the minutes of the first meeting, held at Terrace Garden, in October, 1911.

Following the reading of a poem by Judge H. H. Hunter, former presidents were then called upon. President Brown, of the Newark Branch, also responded to a toast as did the genial Sidney J. Freeman, chairman of the board of directors.

Detroit Notes

Detroit, Mich., October 29, 1921.

THE Motor City is feeling the revival in the cigar business along with other sections of the industry and this is easily observed when noticing the "Help Wanted" signs on the doors of the various factories.

Business in the tobacco industry here, is very good and all the jobbers report their brands selling fine, and the outlook for the holiday trade to be good. The retailers are not stocking up very heavy on fortieths for this season, as this packing is three to five dollars per thousand higher than twentieths.

The general business conditions in Detroit have shown marked improvement during the past sixty days. Apartment construction has taken a decided lead, according to a report of the Builders' and Traders' Exchange, in the past week contracts awarded for local apartments reached the grand total of $2,500,000.

The American Box Supply Company, which sells everything needed by the cigar manufacturer, except leaf tobacco, notes a very strong revival in business. President H. L. Wadsworth stated to your representative that orders for supplies of all kinds have shown a tremendous increase in the past thirty days and that they are now exceptionally busy. Not only are they benefitting from the improved business conditions in the cigar industry in Detroit, but the orders coming in from their representatives indicate that the revival is being felt in all parts of the country.

F. Vega and Company, recently incorporated in the State of Michigan, have begun operations at 5201 Dubois Street, where they are producing the "Las Vegas" and "Colbert" brands. "Las Vegas" is a Java-wrapped and Havana-filled cigar which is duplicating wherever introduced. The officers of this company are W. W. (Doc) Rosebro, president; Ben S. Robertson, vice-president; D. Vernon, secretary; Sam Litz, treasurer. Doc Rosebro is widely known throughout the trade from coast to coast, while Sam Litz, one of the founders of the firm, is a cigar manufacturer of long experience. Doc Rosebro has just returned from a trip through Indiana and Ohio and has opened a number of high-grade accounts in hotels and clubs. Announcement will be made later of the jobbing connections in these territories. They are now looking for additional factory space.

Vice-president Tom Monroe, of the Spietz Cigar Company, reached the office on Monday after completing arrangements for opening the Chicago South Side on October 31st. P. J. Rubey, 3102 East Ninety-second Street, will be the jobber for the South Side. Tom Monroe, assisted by J. R. Smith and F. S. Sever, will assist the jobber in placing "Robert Emmet." W. T. Marshall, Eastern factory representative, is working with great success with L. W. Killeen, the Schenectady jobber. In Buffalo, the Kearney-Lehman Company report the "Robert Emmet" making great strides.

At the Mazer Cigar Manufacturing Company, Jacob Mazer, president, stated that he is devoting his entire time to increasing production in his various factories. in order to keep the trade constantly supplied two-thirds of the cigars are now going forward by express. "Miss Detroit," "Detroit Handmade," "Dime Bank," "Humo" and the recently added "Tungsten" brand are being featured. President Mazer sets as his ideal the production of the best eight-cent cigar on the market. As his business has constantly increased, despite the fact that he employs no salesmen, until it is traveling now far past the mark of 100,000,000 cigars a year, it looks as if his efforts are meeting with success.

A new cigar firm will begin operations shortly in this city under the name of Shamie Brothers. "El Moro de Venecia" will be their leader. The label is a beautiful new creation that cannot fail to bring splendid results from both the trade and the smoker.

Milton Samuels, the well-known representative of the Stern-Mendelsohn Company, leaf merchants of New York, has been calling on the manufacturing trade.

Joe Muer, whose "Swift" cigar has been a Detroit leader for years, is now producing the brand in three sizes, two for 25 cents, 15 cents and three for 50 cents. The factory is steadily increasing its production and is keeping up with the demand.

Max Fruhauf, genial general manager of the San Telmo Cigar Manufacturing Company, was all smiles when we stepped into his office. Production is hitting the high spots with him and he is looking to a general improvement in the industry. He does not attempt to set the date, but he has great faith that before long the cigar production of the country will be back to normal. His holiday packings of "Court Royal" and "La Resta" in flat tins retailing at 75 cents, are taking with the trade in a most encouraging manner.

Charles Coombs, president of Central Cigar Co., has joined the Benedicts and recently was married to Mrs. Elizabeth MacCauley, of this city, after a two weeks' trip through Canada, taking in Montreal and Quebec, returned by the way of New Hampshire mountains and Boston, Mass.

He failed to inform me of the numerous wet places he visited while in Montreal, but knowing Charlie, "nuf sed" as I know he visited them all.

Henry Thumel, manager Orpheum Theatre Cigar Store, has returned to his duties after a much needed rest in Cumberland, Maryland. Henry says "Chicken a la Maryland" is sure some dish. How about the other chickens, Henry?

The cigar stand of the Callan Drug Co., Macomb and Randolph Streets, has been taken over by The Harry W. Watson Co. chain. "Mi Lolas", "Pastora" and other popular brands jobbed by this firm are much in evidence.

M. A. La Fond & Co. have added another link in their already successful chain and opened a very attractive and up-to-date store at 412 Grand River Avenue, under the management of Al Crawford. Popular brands are featured and the case line-ups show "El Producto," "Webster," "La Palina," "Judge Gainey," "Robt. Burns," etc.

Jack Shields, the progressive little tobacco man, located at 1426 Griswold Street, has a very attractive window display on "Webster" cigars. Jack is very much on the job, and reports his business good as he carries all the up-to-date brands in all shapes and sizes.

Dean Robson, Garland Cigar Co., says business is good with him. During the past week Dean has opened up eighty new accounts on "El Nemas," "Rosa Light" and "Fort Shelby" cigars. Go to it, Dean, that sounds like real salesmanship.

"Harvester" cigars have had a very prominent showing in all the Central Cigar stores this week, with very attractive window displays.

(Continued on Page 20)

FACE THE FACTS

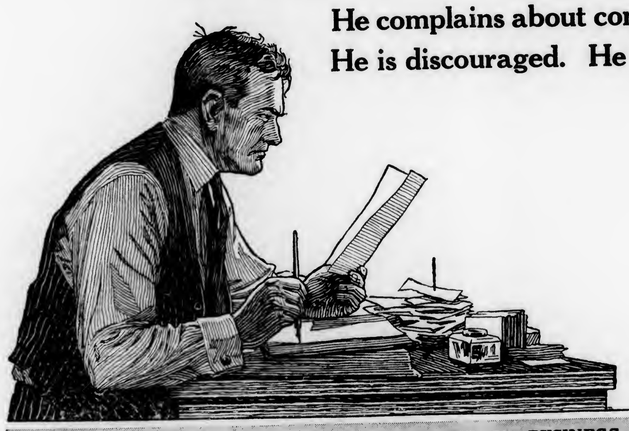
New business methods are required to meet new business conditions

Old methods invite failure

This merchant is trying to meet present-day conditions with an out-of-date store system.

① He can't get the records he needs.
② He guesses about the amount of outstanding accounts.
③ His customers get slow service.
④ He gives no receipt to his customers.
⑤ There is no incentive for his clerks to do better work.
⑥ He hasn't been able to reduce expenses.

He complains about conditions.
He is discouraged. He fears failure.



WE MAKE CASH REGISTERS FOR EVERY LINE OF BUSINESS. NOW PRICED AS LOW AS $75 IN U.S.A.

NATIONAL
CASH REGISTER COMPANY - DAYTON - OHIO

FACE THE FACTS

New model National Cash Registers help merchants meet new conditions

New methods insure success

This merchant has installed a new model National Cash Register especially designed to help merchants meet new conditions.

① It gives necessary facts for managing his business.
② It provides an easy way to keep tax records.
③ It gives quick, accurate service to customers.
④ It prints a receipt for each customer.
⑤ It helps clerks sell more goods.
⑥ It reduces overhead.

He has made conditions in his store right.
He is meeting present-day conditions successfully.

A National Cash Register is the only machine that issues a receipt, indicates, adds, prints, classifies, and distributes records *at the time of the sale,* all in one operation. No figure work. No delays. No mistakes. Just read the totals.

WE MAKE CASH REGISTERS FOR EVERY LINE OF BUSINESS. NOW PRICED AS LOW AS $75 IN U.S.A.

NATIONAL
CASH REGISTER COMPANY - DAYTON - OHIO

Business Building

By a trained Business Man and Advertiser
Written especially for
THE TOBACCO WORLD
by A.E.P.

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HE keeps a cigar store. And he just 'aint making a living. And his trade is slowly decreasing all the time. He is worried. Some. But not half as much as he ought to be.

I heard a traveling salesman talking to him the other day—one of these wide-awake, big-hearted men who do all they can for their customers.

"Your orders with me 'aint as big as they used to be, Joe," he said, "and your business seems to be running down, as I observe it. You must put some snap in it."

"I don't know what more I can do; I'm busy all the time," said Joe.

"Let me give you a pointer," said the salesman. "You are busy, that is true, but you are busy at the wrong kind of work. And you are making friends also, but friends which are of little use to you.

"You are permitting your store to be made the meeting place of young fellows who are mostly out of work. And you are giving your time to them, which could be better employed in other directions. These young fellows buy a little it is true, but they are lively, boisterous and noisy. A crowd of this kind around your door has a tendency to make an unfavorable impression on the minds of others, and cause them to give you the absent treatment. They also lower your standards, and I note that your store is not as neat as it used to be, and your show window is less attractive. You had better reform before it is too late."

THERE is Edison, the electrical wizard. He is much more than an inventor. He is a manufacturer and an all-around business man.

He recently called his traveling salesmen together and told them that business had decreased 66 per cent., and that he expected them to increase their selling effort 75 per cent.

Why not let this advice apply to you? Why not increase your selling-effort in accordance with your business decline?

How can you do it?

Why, by increasing your efficiency and your earnestness—that's how.

Select say three of the best-selling cigars, best-selling cigarettes, and best-selling other goods, and make a drive on them.

Clean out your show window and put these best-sellers in. Fix it up with striking effects so every one will notice. Have a large placard painted stating that these are the best-sellers in your stock and that you are very anxious that every customer shall buy and try them—and give you his opinion. Have them conveniently at hand near the counter and call attention to them and state the pleasure it will give you if the person will order one or more and later tell you whether he thinks they are something superior, or was it just a happen-so that they were bought more than other goods.

This is merely one idea. A thousand can be thought up by a brainy man. Sit down; think up some good selling ideas and then get behind them with all your energy.

ARE you on your toes? If not, why not? That is the question I want to ask.

I talk to a good many progressive business men, and it is surprising how many tell me that it is necessary now for every man in business to be on his toes.

"What in the name of the beard of the prophet do you mean by that phrase?" I asked a man this morning.

"Why," he replied, "it means that I've got to be awake. I've got to be continually on the job. I must realize that business is changing, that young and progressive fellows are continually coming in the field, that competition is going to be keen, that public tastes continually change, that goods popular recently may be shelf-lizards tomorrow, that people are much more particular than they used to be. These and a lot more of things."

And, having received this pointer from a live-wire business man I rush pell mell to my typewriter to hand it fresh to you. For I know that you like to see your favorite team win at ball, you like to play a winning game at card, you like to catch fish when you throw out the bait, and you want to succeed in the greatest game of all—the great game of business.

I TALK to a lot of dealers, and every once in a while I find a dealer who has no time to read. It must be the truth for he tells me so himself.

And whenever one tells me this I always sweep his store with a keen and critical glance.

And what do I see?

Generally I see a store that is untidy in appearance and somewhat run down at the heels. The show window is a rendezvous for flies and the goods therein are unattractive and displayed in a slipshod manner.

The boss himself is usually a likeable fellow—social, courteous, kind and all that. And he honestly believes he is so busy that he has no time to read business magazines and his trade journals.

But—if you will talk about baseball, or fishing, or dancing, he is all animation. His eyes brighten, his whole being shows enthusiasm and he will display a knowledge which has taken an immense amount of time to acqurie.

Going from his sloppy store to the ideal store of a large corporation causes a strong reaction in your mind.

Here is indeed a BUSINESS PLACE.

And the clerks are obliged to read, for every month they receive a paper printed by the corporation, giving them full instruction on all the many points of retailing—and they are expected to read the same and incorporate them in their business.

A GOOD many failures are now occurring in the business worl, and the mercantile agencies state that they will increase in number for several months.

They are mostly little fellows.

And what causes most of them, do you suppose?

I expect you will say "Lack of capital," but you will be wrong. One-third of these failures are caused by the incompetence of the boss, and only one-sixth for lack of capital.

I sound this as a danger note, and I wave it as the red flag of possible calamity. And this is why. You are a good business man today, I will admit. You are up to the times, wide awake, alert, and are doing very well, thank you.

But the world is moving, and a good business man today who don't move with the world—who don't read, and study, and learn, and digest, and improve, would be a back number in a short time. He would be outclassed by his wide-awake competitors who had adopted the new and improved business methods, and his business would be in real danger.

In the surge of competition, and the fierce clash of conflicting interests he might go down and out, and then Bradstreets would write that his business failed through incompetence—because he had ceased to move with the world, to learn its new methods and adopt them.

Every mother's son of us has got to "keep moving."

NEW FACTORY FOR "ROBERT EMMET"

The Spietz Cigar Company has recently opened a branch factory at Mt. Clemens, Mich., in order to take care of the steadily increasing demand for "Robert Emmet." This factory has a capacity of two hundred hands.

Eddie Soldan, the window display man of the Spietz Company, is doing wonderful work in Ohio and Michigan, according to Vice-president Tom Monroe.

Ned Hanks is digging up accounts in Oklahoma, and Sam Hanks is kept busy with the trade in Missouri and Kansas.

WD C
TRADE MARK

Christmas will soon be here—are you ready?

You cannot start too soon to get ready for Christmas business. The beginning of that busy, buying season is apt to start any old day.

The sooner the better—especially for you. For the longer the buying period the bigger the volume of sales. That's the way it works out.

You've got as much right to say when it should start as any other business man in town. Why not be the first in the tobacco field?

When one figures what to buy for a man, the result is usually something to wear or something to smoke. With a little persistent effort on your part, it will not be difficult to cause most people to decide in favor of "something to smoke."

If you want to do a little advertising in the loca paper, send out a circular or two, or fix up an attractive, pipe window, let us know. We'll be glad to send you cuts and window cards.

Nothing like getting busy now. Let us know soon.

WM. DEMUTH & CO.
NEW YORK

World's Largest Pipe Manufacturers

CIGAR CANS

PLAIN AND LOGRAPHED

LITHOGRAPHED TIN SIGNS

Cans are but one of the many products we are able to capably supply the cigar manufacturer. We solicit an opportunity to serve you.

Our highly
lithographin
ses enable
duce your
cans uner
faithfully.

CINCINNATI, O.

NORW

The magnificient fire-proof plant pictured above represents the Cincinnati Plant of the Heekin Can Company. Another plant is located in Norwood, Ohio. Both are monuments to untiring effort and unfailing loyalty to quality and service.

STATEMENT

Our appointment of the American Box Supply Company, of Detroit, Michigan, as our exclusive representative to the Cigar Trade is made to give our former and prospective customers the benefit of their unlimited knowledge and economic selling expense.

We believe this appointment will add greatly to the convenience of all cigar manufacturers.

We have been making cigar cans for twenty years and have kept pace with the demands of the industry and are in a position to supply every kind of can—whether plain tin, lacquered, enameled or lithographed. At present we are in excellent position to handle orders—either large or small—as our output is numbered in the millions.

The proof that our quality has been appreciated is shown by our continued increase in production. The Heekin Plants have experienced no let-ups or slumps; our production is always at the top-notch.

Our accomplishments in the past were not attained in one day so naturally we become more careful of our reputation and product as the number of our friends continue to grow.

THE HEEKIN CAN COMPANY

JAS. J. HEEKIN, President

Cincinnati, O. Norwood, O.

Packing Devices,
Cedar Linings
and Protector Strips for Cans

2309 RUSSELL AT GRATIOT

American Box Supply Co.

DETROIT, MICH.

LEAF MARKET JOTTINGS

OUR attention is called again to the activity in the Baltimore market, inasmuch as there is a peculiar connection between that and the Ohio markets. Last week Baltimore was the largest market in point of sales in the entire country. A total of 1375 hogsheads was sold and 1325 received. Quotations were as follows: Inferior and frosted, $3 @5 per cwt.; sound common, $6 @10; good common, $11 @17; medium, $18 @27; good to fine red, $28 @40; fancy, $40 @42.50. The sales of the above were for the most part of Maryland goods.

There was also a sale of eastern Ohio tobacco, and in this sale the activity was limited. Quotations in this sort follows: Inferior and frosted, $5 @7; sound to good common, $7 @10; medium to fine red, $10 @25; common to medium spangled, $8 @20; good spangled, $20 @30; common to medium air cured, $5 @12; medium to good, $13 @20; good to fine, $20 @30. There was an unusual activity in the Louisville market for this period of the year. The amount of sales reaching 1265 hogsheads, a volume almost equal to that of the Baltimore. The market was satisfactory, as indicated by the comparatively small percentage of rejections. The probable materializing of the growers' organization has served to induce a feeling of confidence into the Burley market such as has not been known for many months. The following quotations cover the sale of over 1000 hogsheads: Green or mixed trash, $3 @7; sound trash, $5 @10; common lugs, $6 @15; medium lugs, $9 @18; good lugs, $13 @22; short leaf, $7 @20; common leaf, $11 @24; medium leaf, $17 @35; good leaf, $25 @45; fine and selections including cigarette wrappers, $40 @55.

Because of the shortage in the acreage of the Ohio crop, and the poor growing season, the cigar leaf tobacco in Ohio is naturally short this year. As a result of this shortage, those companies who have been dependent upon Ohio for their fillers must needs look elsewhere or take their chance at a small quantity to select from. So far, little tobacco has been bought in the Miami Valley. The buying of Little Dutch so far marks the only instance of Ohio crop sales. What this may mean to the manufacturer of high grade cigars will be demonstrated more fully toward the end of the buying season.

Gus Miller, of the Winter Tobacco Company, has lately returned from Germany, where he spent several months looking after the interests of his concern. Mr. Miller reports that Germany is settling down far more swiftly than we are, all conditions being considered. The employment situation in that country has been met efficiently, and there is no reason why any one should be out of work in Germany. Mr. Miller also reported that there were but 15,000 unemployed in France, and that provisions were being made to relieve them. We, with our unlimited resources and 5,000,000 unemployed might well afford to listen to some of our smaller and more insignificant neighbors. Might do us good. The tobacco industry in Germany is improving, Mr. Miller further states, the people are making money, and they will spend it. Prices have dropped in proportion to the wages, and everything points to a prosperous era shortly. This means a great deal to the United States and the tobacco industry, and it is but a question of time until our export trade is back to normal.

In Lancaster County the supply of 1920 tobacco, according to the *New Era*, is pretty well sold up by the dealers and the stocks in the hands of the smaller manufacturers are low, in the face of an active consumption of leaf. The large interests are also disposed to do all possbile to help solve the problem of the unemployed, and are considering buying the latter part of November or the first of December, and receiving the tobacco as it is stripped.

It is estimated that the 1921 crop will bring from five and a half to six million dollars into the county, which means a lot to it under present conditions.

So far as quality is concerned the crop was unusually fine in the fields, the curing in the sheds has been entirely satisfactory, with a minimum of damage. The average weight per acre will also be heavy.

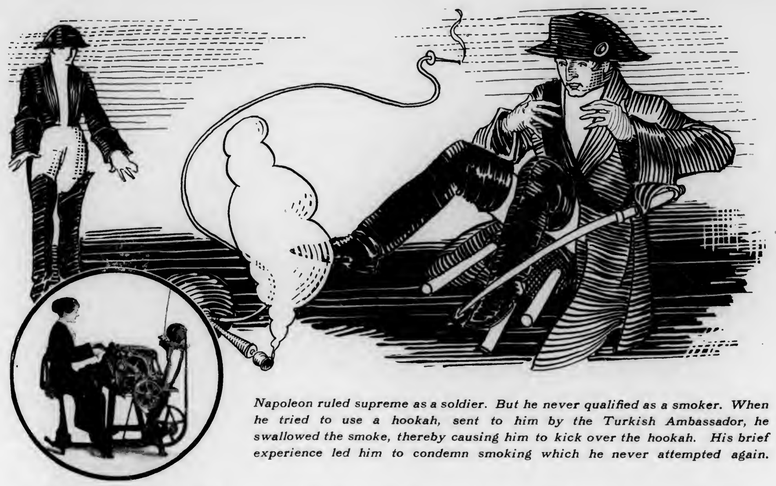
A fair estimate places the acreage at 20,000, with an average weight of not less than 1350 pounds of wrappers per acre, making the total weight of the crop twenty-seven million pounds, and not less than 300 pounds of fillers per acre, making a total weight of about six million pounds of fillers.

Business conditions preclude the probability of fancy prices and the present forecast is about 16 to 18 cents for wrappers with a proportionate price for fillers. The weight per acre for the crop will give the farmers an increase over many former years, and the price, should the demand be very active, is likely to go higher.

The Wisconsin situation is not quite so bright as the Pennsylvania, but there have recently been some large shipments of 1920 tobacco, and the old stock is moving. Holdings of 1920 tobacco by many of the packers are not very large, and they are looking for it to move out before long.

(Continued on Page 18.)

UNIVERSAL HISTORY OF TOBACCO



Napoleon ruled supreme as a soldier. But he never qualified as a smoker. When he tried to use a hookah, sent to him by the Turkish Ambassador, he swallowed the smoke, thereby causing him to kick over the hookah. His brief experience led him to condemn smoking which he never attempted again.

NAPOLEON was a master at making a small force accomplish as much as his adversaries could do with a much greater number of men. Cigar manufacturers, endeavoring to reduce labor costs, are following his policy today by the use of the Model M Universal Tobacco Stripping and Booking Machine.

Cutting Down Stripping Costs

One Universal Model M Machine will strip and book as much as two, and even three, hand-strippers; and will actually produce a better quality of stripped tobacco. It occupies no more space than one hand-stripper.

The work is quickly learned even by an inexperienced worker. The results are actually superior to hand-stripping because the tobacco is smoothly and evenly booked, all ready for "work" when removed from the machine. Cigar makers produce 35 to 50 more cigars per day when using the Model M Universal stripped and booked tobacco.

Over 2,000 large and small factories are already equipped with Model M Universals. Send for Catalogue and Price List.

UNIVERSAL TOBACCO MACHINE COMPANY

116 West 32nd Street, New York, U. S. A.
Factory: Newark, N. J., U. S. A.

UNIVERSAL TOBACCO MACHINE COMPANY OF CANADA, LTD.
108 St. Nicholas Building, Montreal, Canada

Model J Universal Leaf Counter—An Attachment for the Model M Universal Tobacco Stripping and Booking Machine. Counts the leaves as they are stripped in any number desired, from twenty to eighty to a pad.

THE MODEL "J" LEAF COUNTER

Patent Pending

Leaf Market Jottings

(Continued from Page 16.)

This movement is encouraging to the growers who hope that it may make a possible opening for the 1921 crop, which has shown no signs of life so far. Anyway it gives the holders a lively hope, which they have had no chance to indulge.

It is reported that the tobacco is coming along well in the sheds and is curing well.

The *Wisconsin Tobacco Reporter* says "The Bureau of Markets for Wisconsin places the 1921 tobacco crop at 61,438,000 pounds, an increase above the August estimate of nearly 5,000,000. If the estimate is correct, which is doubtful, the yield is only 1,000,000 short of the 1920 crop, and 8,000,000 above the five-year average. The late August and the September growth was tremendous, but upon curing it will be found that the weight does not correspond to the size.

In the Connecticut Valley the buyers and holders are marking time or sparring for an opening. The tobacco business is in a slump, with very little movement of case goods, and what transactions have been made recently have been for immediate needs, with lively scraps over prices between the buyers and packers.

It is certain that last year's prices will be discarded when it comes to the buying of the new crop and local packers are in no hurry to begin the trouble. The growers contend that the 1921 crop cost them almost as much to produce as the 1920 crop, and that they cannot sell at the large reduction that is talked about. Of course the crop will be sold, but there will be a lot of holding back on it.

The season has been exceptionally favorable for curing and there will be a minimum of low grade pole sweated leaf.

That the growers will have to back down from their present position is made sure by the fact that many of them packed and held their 1920 crop, and do not find a market for it. To hold both the 1920 and 1921 crops would require a larger amount of financial aid from the local banks than they would probably be willing to extend. It looks as though the buyers had the dominating postion.

In Kentucky, Georgetown reports ideal weather for curing; Midway, that all the tobacco is cut and housed; Flemingsburg, that tobacco that was cut early is curing finely, but the late cutting curing up green on account of the change to cold weather. Lexington reports temperatures generally below normal with some damage from frost Cutting and housing is completed in the dark district and nearly in the burley district. Weather good for air-curing with sunshine and wind.

The Paducah market reports the crop cut and housed and estimates that three-fourths of the crop is of good quality and color, but no general opinion of the Kentucky crop can be formed until it has been handled and little will be known about it for some weeks to come.

As to the burley co-operative marketing movement, Judge Robert W. Bingham, owner of the *Courier Journal,* in a recent address to the Owen County farmers, if the 75 per cent. of the crop regarded as essential to the success of the co-operative scheme is not signed by November 15, he will take it "as a notice that the Kentucky tobacco growers are not as interested in their own affairs as they should be, and without rancor, he will retire from the field."

Judge Bingham has financed the organization of the growers up to the present time, and it seems that the progress of the movement in the burley district has been unsatisfactory.

Official quotations of the Louisville Leaf Tobacco Exchange are as follows: 1920 Dark Red: Trash, $4 to $7; Lugs, common, $7 and $8; medium, $9 and $13; good, $13 and $15; Leaf, common short short, $7 and $9; common, $11 and $13; medium, $17 and $22; good, $25 and $30; fine and selections, $30 and $35.

1920 Bright Red: Trash, $6 and $8; Lugs, common, $9 and $12; medium, $14 and $17; good $18 and $20; Leaf, common short, $10 and $12; common, $14 and $18; medium, $18 and $21; good, $25 and $30; fine and selections, $30 and $35.

It will be observed that prices of dark and bright red for good and fine leaf are quoted the same.

1920 Colory: Trash, $6.50 to $10; Lugs, common, $12 and $15; medium, $15 and $18; good, $18 and $22; Leaf, common short, $17 and $20; common, $20 and $24; medium, $25 and $35; good, $40 and $45; fine and selections, $50 and $55.

1920 Dark Crop: Trash, $4 and $5; Lugs, common, $4.50 and $5; medium, $5 and $5.50; good, $6 and $7; Leaf, common short; $7 and $9; common, $9 and $11; medium, $12 and $16; good, $18 and $20; fine and selections, $22 and $25.

TOBACCO SALESMEN'S ELECTION

At the recent meeting of the Tobacco Salesmen's Association the following ticket was nominated to provide officers for the ensuing year: For president, William Sam, Albert Freeman; for vice-president, Albert Freeman; for second vice-president, Abe Sillett, Max Berliner; for treasurer, David Sanders, Lou Lassett, Joseph Freeman; financial secretary, Leo Rieders; recording secretary, Sam Albert, Leonard Mayer, M. Bayles. For the Board of Directors, five to be elected: Sidney J. Freeman, Leo M. Lehman, Myron Harrison, Herman Goldwater, Lou Lassett, Max Berliner, Sam Singer, Abe Engel, A. Karnow, A. Block, M. Bayles, Abe Greenhouse and J. Eckstein.

The election will be held on November 11 and all members are requested to be on hand and cast their ballot.

DON RIO CIGAR COMPANY

According to report, the Don Rio Cigar Company is about to begin operations in Evansville, Ind. "Don Rio" will be their leading brand. The factory will be under the management of Tom Englehardt.

With acknowledgments to K. C. B.

In which we double-cross a master mind

TALK ABOUT dime novels.
THEY SENT Jim down.
TO TEXAS to investigate.
SOME OIL wells there.
WHICH THEY might buy.
IF JIM said O.K.
AND HE was to report.
BY WIRE in secret code.
NOW—ENTER the villain.
A SLIPPERY crook.
GOT WIND of it.
AND TRAILED Jim down.
COPIED OFF his code.
AND BRIBED a boob.
IN THE telegraph branch.
SO THE crook could get.
THE EARLIEST word.
AND CORNER stock.
AND WORK a hold-up.
IT LOOKED like easy coin.
BUT JIM got wise.
AND THREW away his code.
AND WHEN he sent.
THE FINAL dope.
HE FOILED the villain.
THE MESSAGE just said.
"CHESTERFIELD."
AND HIS directors knew.
THAT ALL was well.
WITH THOSE oil wells.
FOR OIL men know.
THAT "CHESTERFIELD" means.
"THEY SATISFY."

In packages of 20 protected by special moisture-proof wrapper. Also in round AIR-TIGHT tins of 50.

YOU'LL know you've "struck it rich" when you discover Chesterfields. You'll say "they satisfy." A wonderful blend—the pick of Turkish and Domestic tobaccos—put together in the Chesterfield way—that's why "they satisfy." And the Chesterfield blend *can not be copied!*

They Satisfy **Chesterfield**
CIGARETTES
Liggett & Myers Tobacco Co.

F. LOZANO, SON & CO.
HAVANA CIGARS
TRADE MARK
F. LOZANO
FLOR DE NARVEZ
VICLO
WALLS COURT
EL LESSERO
CALATRAVA
REG. U. S. PAT. OFF.
FACTORY & MAIN OFFICE, TAMPA, FLA.
NEW YORK OFFICE, 437 FIFTH AVE., N. Y.

La Flor de Sanchez Y Haya
THE OLD RELIABLE BRAND OF
CLEAR HAVANA CIGARS
Ignacio Haya
THE ARISTOCRAT OF
THE HAVANA FAMILY
MANUFACTURED BY
SANCHEZ & HAYA CO.
FACTORY No. 1 TAMPA, FLORIDA

BERING REGRESO
CORRAL, WODISKA Y CA.
MANUFACTURES OF
CLEAR HAVANA CIGARS
TAMPA, FLA.
LA-DUSE JULIA MARLOWE

TEIJEIRO & GARCIA
MANUFACTURERS OF THE
R. & T.
CLEAR HAVANA CIGARS
AND IMPORTERS OF LEAF TOBACCO
FACTORY
2512 15th Street
TAMPA, FLA.
OFFICE
49 Walker Street
NEW YOPK

Detroit Letter

(Continued from Page 9)

Dave Jenks, the "El Producto" Kid (G. H. P. Cigar Co.), has just returned from Saginaw and Bay City and says business on Productos is great in that part of the State.

Claude E. Howell, distributor of "Harvester" and "Lincoln Highway" cigars, has closed his villa at Union Lake for the season and returned to the city for the winter.

Somewhere, in Highland Park, a banquet, "they say," four prominent cigar men, Harry Bump, Bill Thornton, Lee Foster and Bill Drake, seated at a little round table, plenty of eats, drings a la Volstead, but somebody, somehow had the "real" spirits.

Herbert V. Mesick, Middle West representative for Cuesta, Rey & Co., Tampa, has been in our midst for a few days raking in the orders on his Christmas numbers.

Fred G. Moritz, Detroit manager for Bayuk Bros., Inc., "Prince Hamlet" and "Mapacuba" cigars, says "business is fine." Fred is a recent subscriber of THE TOBACCO WORLD.

Hazeltine & Perkins Drug Co., Grand Rapids, Mich., have taken on "Judge Gainey" cigars (Norman Bros., Detroit), for distribution for Western Michigan.

Frank Swick, of the Phillip Morris Co., New York, is in our midst with a crew of able assistants, Finn, of Detroit; O'Donnel, of Cleveland, and Dunn, of Pittsburgh. Counter displays on "English Ovals" are seen in all the stores, and the report of the dealers is that the brand is going over big.

W. J. (Bill) Maltas, official window decorator on "Dutch Master" cigars, is doing some good work along this line, and window displays are in evidence everywhere. Bill plays the drugs stores strong, as he is a former "pill" roller himself.

O. B. Waite, formally of P. Lorillard Co., has joined the sales staff of the Harry W. Watson Co., and working the downtown trade.

Fred Oakes, blew in the city the other night from Toledo but only lingered long enough to take in a show with "Doc" Watkins, distributor of "Cressida" cigars for Detroit. "Doc" didn't give Fred an order this trip, the one last month was enough. "Sixty thousand 'Cressidas'" in one order is a plenty, I should say.

Mort Hammer is with us again, and from the size of the order book Mort is doing some business on "Lucius" cigars and booking good orders for the holiday trade.

Heinie Hintz, of J. L. Marcero & Co., is staging a farewell party to his brother salesman at his summer home in Armada, prior to taking up his residence in Saginaw. From reports, this is going to be "some party," including little pasteboards and galloping dominos. Gee whiz! I hope the sheriff will stay away; I am invited.

Herbert Schloss, representing S. M. Frank & Co., pipes and smokers' articles, was a recent visitor to the city.

Sam Zinsberg, representing H. Comoy Co., Ltd., London, England, has been spending several days with the Watkins Cigar Store Co., local distributors of the famous "Comoy Pipes." Sam has been going over all details regarding the manufacturing of the "Comoy Pipe," giving the salesmen a demonstration on sales

(Continued on Page 22)

Tampa News

BY TELEGRAPH

Tampa, Fla., October 28.

TAMPA has been stricken by the greatest hurricane since 1884. From 3 A. M., Tuesday, until midnight, Wednesday, the wind and storm swept over Tampa at a velocity of seventy-five miles an hour. Combined with the flood of water from the bay, the damage in this city alone is estimated at more than one million dollars.

With crippled car service and telephone out of commission no complete report of the damage to the cigar industry is obtainable at this time. Among the factories where windows were demolished are the Morgan Cigar Company, El Sidelo factory (branch of Consolidated Cigar Corporation), San Martin & Leon, V. Guerra, Diaz & Co., Jose Escalante, and many others. So far as can be learned all of the above managed to save their stock from serious damage.

I understand that in addition the factories of Salvador Rodriguez, Arguelles, Lopez & Bro., Havana-American Co., M. Stachelberg & Co. and M. Valls & Co., have been damaged and their windows smashed. The stock in these factories was saved only by the heroic work of faithful employes who, having no power with which to operate the elevators carried bales and barrels of leaf tobacco from the top floors to the cellar. The cigars were locked in water-proof compartments thus minimizing the damage.

All these factories will resume work next week and some are already working. Neither strikes nor storms can stop the operation of the cigar factories of Tampa.

At the box factories the damage has been very slight. Weidman, Fisher & Co. are working as is the Tampa Box Co. The latter has one of its great smokestacks leaning, but the damage was not sufficient to stop the operation of their plant. Their cedar logs were swept inland by the sea and acted as battering rams against the houses on Palmetto Beach where the storm created the greatest havoc.

Your correspondent was marooned for four hours in one spot when the electric plant gave out and cars stopped running. On my arrival home, which I reached on foot, I found the house buried under three great oak trees and cut off from light, telephone, gas and water.

As the newspapers have been strangely silent about the damage to the cigar factories I hope this report in THE TOBACCO WORLD will help to allay the anxiety of interested parties.

VERITAS.

YOUR BEST SALESMAN IS
A FINE CIGAR LABEL
WE PRODUCE ONLY THE *FINEST*
GOLD LEAF and BRONZE Work
Be sure and see *our* samples before placing your order.
Write or phone today so you will have them on your desk.
H. J. FLEISCHAUER
70-72 N. FOURTH ST., PHILADELPHIA, PA.
BELL PHONE, MARKET 3792

A. YANEZ Y Ca.
TAMPA, FLA.
Manufacturers of
"MISS TAMPA CIGARS"
Deliciously Irresistible

MILD HAVANA CIGARS
25 sizes to select from
10c. up

A Live Number
MAPACUBA
The All-day, Every-Day Smoke
Blended Havana filler. Sumatra wrapper. Finest workmanship. Popular prices, 10c, 2 for 25c, 15. Widely advertised.
BAYUK BROS., INC.
Originators of the
BAYUK INIMITABLE BLEND and
BAYUK INCOMPARABLE BRANDS
Philadelphia

C. H. S.
SHANNA
DUKE of BELCOURT

are quality brands of the Tampa cigar factory that has always stood for the "Open Shop".

VAL M. ANTUONO

TAMPA, - - - FLA.

MURAD
THE TURKISH CIGARETTE
Every day MURADS are held higher in the estimation of the men who smoke them.
They are the standard of Taste.
They never disappoint—never fail—never change—
They are 100% pure Turkish tobacco—of the finest varieties grown.
Men are proud to smoke them in any company—on any occasion.
They are the largest selling high-grade cigarette in the world.
The cigarette smokers of America DO prefer Quality to Quantity.
"Judge for Yourself—!"
MURAD
TURKISH CIGARETTES
ARE MADE ESPECIALLY FOR THE DISCRIMINATING AND EXPERIENCED SMOKER OF HIGH GRADE TURKISH CIGARETTES
The blending is exceptional
Anargyros
20¢
Makers of the Highest Grade Turkish and Egyptian Cigarettes in the World

(*Continued from Page 20*)

talk of the good qualities of the "Comoy's" which are prominently displayed.

R. R. ("Dick") Tobin, says "business is fine, and 'Herbert Tareyton' cigarettes are increasing in sale every day." Counter displays and window trims are very much in evidence everywhere. The work of artistic "Dick" is doing the trick.

W. C. Drake, "Harvester" representative, has been with us for about five weeks, working with Bill Thornton, getting the distribution on "Harvesters," and *believe me*, boys, they got it. Everywhere you go "Harvesters" are looking at you.

The Library Park Hotel, is a rendezvous these days for the cigar men, at the mid-day meal, and many prominent ones, in the trade, are daily visitors. The above Emporium is conducted by Bert Hamilton, assisted by "Red" Clysdale, as "chief greeter," who passes out the good smokes, and is buyer at large, so you can bet your last dollar, that all the favorite brands are on sale.

Sidney Renshaw, freight-traffic counsellor here, is the man to look up your lost freight, and get your overcharges on your bill of ladings. He charges you money to show you how to save money. Look him up, men.

Jack Girard is putting one over; the Vinton Building boy is now manufacturing "Girard's Remember," and he says "It's some cigar," but I will report on that part of the weed in my next letter.

I ran into Nate Norman (Norman Bros.) on Woodward Avenue, the other day, and say, boys, he is some "Beau Brummell"; check suit, patent-leather shoes, champagne (color only), Fedora, n'everything, and last but not least, a big "Judge Gainey" between his teeth. He sure looked like ready money.

Al Safir, formerly of the Harry W. Watson Co., has joined the sales forces of Rochrig & Foerster and is working the city trade.

Yours truly,
"MIKE OF DETROIT."

"BLACKSTONE" DISTRIBUTION FOR DEARSTYNE BROS.

Dearstyne Bros. Tobacco Co., of Albany, N. Y. Will in the future have the distribution of "Blackstone" cigars made by Waitt & Bond, Newark, N. J., in thirteen counties in New York State. It is stated that all former jobbers and sub-jobbers in this territory will in the future obtain their "Blackstone" cigars through the Dearstyne Bros. Tobacco Co.

COL. ALVARO GARCIA LAID TO REST

The body of Col. Alvaro Garcia, head of Garcia & Vega, cigar manufacturers of New York and Tampa, who died in Spain early in September, was laid to rest with solemn rites in the Moravian Cemetery, Staten Island, on October 18. Services were held at his late residence, at Fort Wadsworth, Staten Island, N. Y. Prominent members of all branches of the cigar industry were in attendance.

ROSENTHAL BROS. MOVES OFFICES

Since the production of "R. B." cigars has been largely in the State of Pennsylvania, Rosenthal Bros., the manufacturers, have decided to close their New York offices and hereafter the headquarters of this concern will be in Scranton, Pa.

WANTED—LIBERMAN SUCTION ROLLING MACHINES. Straight Bunchmaking Machines and Universal Stripping Machines. Address P. O. Box 176, Kingston, N. Y.

One of the Tuxedo Ads.

THE SATURDAY EVENING POST September 24, 1921

fresh from the factory

We have always guaranteed the quality of TUXEDO — now we guarantee its condition when it reaches you.

To do this the American Tobacco Company has changed its entire plan of distribution. Every modern device for speed—fast trains, motor delivery, and telegrams—has been taken advantage of.

Nothing is overlooked that will clip minutes from the schedule on which TUXEDO is delivered from our factory to your pipe. All this is done because freshness is the essence of smoking tobacco quality.

Today TUXEDO is sold to every dealer in one dozen lots. This makes it necessary for the retail dealer to order TUXEDO continuously but it insures TUXEDO reaching you in fresh condition.

This means that every pipeful of TUXEDO is good and every pipeful alike. You need never smoke stale tobacco again.

Guaranteed by The American Tobacco Co.
—which means that if you don't like TUXEDO tobacco you can get your money back from the dealer.

fresh from the factory

Read the little booklet attached to every tin —The story of FRESH TUXEDO.

FRESH Tuxedo TOBACCO

Reproduced from
THE SATURDAY EVENING POST

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
General Office and Factory, TAMPA, FLA.
Eastern Office 222 Pearl St. New York
Warehouse Havana Cuba

EL VERSO

HAVANA CIGARS
Seven Sizes to Please the Most Discriminating
The Deisel-Wemmer Co.
MAKERS
Lima :-: Ohio

HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
122 Second Avenue New York City

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD
A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. DANVILLE, Va.
DEPT. A

Tobacco Patents Granted

[Full details and specifications of the following patents may be had by addressing the Commissioner of Patents, Washington, D. C., enclosing ten cents for each patent wanted. In ordering give patent number only.]

No. 1,389,842. CIGARETTE HOLDER. Charles H. Plumer, Newark, N. J., patentee.

Patent for a device as named which comprises a cigarette-holding member provided with a bore therethrough terminating in a cavity located in one end thereof, a mouth-piece provided with a bore therethrough slidably secured to said cigarette-holding member, an aluminum tube one end of which is secured in the mouthpiece and the other end in the bore of the cigarette-holding member, a perforated flat disc secured to the end of the tube located in the bottom of the cavity

No. 1,383,121. CIGAR AND CIGARETTE HOLDER. Theodore R. James, Robson, West Virginia, patentee.

A device comprising a cigarette-holder having an exterior annular groove adjacent its outer end, a cigar-holder made of elastic material and having a ring at its inner end for engaging said groove for holding the parts together, said ring being formed of less elastic material than the rest of the cigar-holder.

No. 1,390,125. CIGAR-BOX LID HOLDER AND DISPLAY TICKET. Charles S. Gunter, Spruce Pine, N. C., patentee.

A cigar-box attachment comprising a substantially U-shape member formed of resilient wire, having arms of unequal length and slightly converging, the arms being engagable against the inner side of a cigar-box wall and under side of the lid when the lid is swung entirely open into engagement with the box wall upon which it is hinged.

No. 1,376,586. TOBACCO TABLET. Francis Schwartz, Brooklyn, N. Y., patentee.

A tobacco tablet, as an improved article of manufacture, having its marginal portions chamfered in opposite direction from the side faces of the tablet to a meeting edge, and a package for the tablet consisting of chicle of uniform thickness entirely covering all surfaces of the tablet.

No. 1,390,657. SMOKER'S PIPE. Christian N. Subtirelu, New York, N. Y., patentee.

In a smoker's pipe, the combination with a bowl having a substantially central opening at bottom, of a stem having a bore reaching said opening, metallic members forming a lining of the bore adjacent the opening, and a mouth-piece extending into the bore and comprising slidably interlocked members to which the metallic members are fast.

No. 1,390,866. TOBACCO BOX. Giovanni Barac, Falls Creek, Pa., patentee.

In a sheet metal box having the opening on its front at the bottom thereof, a receptacle arranged at its bottom having inter-engaging means with the box, and having an open front disposed opposite the opening in the box, a lip at the upper front of the receptacle extended outwardly of the opening and contacting with the outer face of the box, a closer plate hingedly connected to the outer portion of the lip.

No. 1,376,154. ELECTRICAL CIGAR-LIGHTER. Joshua M. Morris, Rochester, Pa., patentee.

A cigar-lighting device comprising a stationary socket to form a terminal, a terminal arranged in the socket, a spring in the socket, a removable hollow terminal adapted to fit in the socket, an incandescing body carried by the removable hollow terminal and adapted to be brought into electrical connection with the terminal in the stationary socket, when the hollow terminal is moved to compress the spring.

No. 1,391,071. CIGARETTE HOLDER. David Palmer, Chicago, Ills., patentee.

A cigarette holder comprising an elongated piece of metal bent intermediate its ends to provide a resilient loop to receive the cigarette, the metal forming the loop having flattened areas to increase the resiliency of the loop, the portions of the metal extending from the loop forming respectively a standard providing means whereby the device may be held by the smoker.

No. 1,391,427. CIGARETTE. Nathan Sulzberger, New York, N. Y., patentee.

Patent for a cigarette having a wrapper of asbestos which retains its shape during smoking, and which can be smoked without discoloration of the wrapper, said asbestos wrapper being substantially free from carbonaceous matter.

No. 1,376,335. PERFORATOR FOR CIGARS. Paul J. Hentschel, Baltimore, Md., patentee.

In a cigar perforator the combination with a casing having a closed and an open end, of indentations near the open end, a head having cylindrical portions adapted to fit in said end and a groove within each cylindrical portion for the reception of the indentations.

No. 1,391,474. SMOKING PIPE. Harry Hess, Sparks, Nev., patentee.

Patent for an attachment for a conventional form of smoking pipe comprising a receptacle adapted to engage the bottom of a bowl of a smoking pipe, a goose-neck conduit adapted to connect the bowl to the receptacle, said goose-neck being disposed exteriorly of the bowl and the receptacle, and a pipe stem carried by and communicating with the receptacle.

No. 1,392,409. CIGAR CARRIER. George R. Fullenwider, Fairfield, Mon., patentee.

A cigar holder for Fedora hats consisting of a thin piece of sheet metal centrally folded upon itself to form a slot adapted to receive the inwardly-creased portion of the crown of the hat, and oppositely-disposed lateral extensions bent backwardly to form a cigar pocket on each side of the central fold.

No. 1,393,087. CIGAR MOLD. Arthur A. Charbonneau, Montreal, Canada, patentee.

A mold for cigars comprising two half portions; a plurality of recesses provided in one portion of the mold; a plurality of suitably-shaped projecting members provided in the other portion of the mold and adapted to fit in said recesses in the aforesaid portion of the mold; and a plurality of protecting members provided adjacent said projecting members.

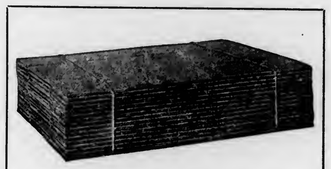
No. 1,393,525. CIGARETTE-COUNTING MECHANISM. William F. Grupe, Hudson Heights, N. J., patentee. Patent assigned to Endless Belt Corporation, Inc., New York, N. Y.

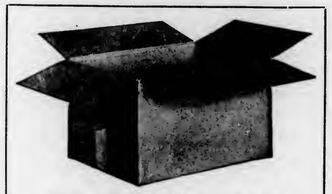
The combination with a cigarette-making machine of a counter for indicating the number of cigarettes produced by the machine and means controlling the actuation of the said counter responsive to the conditions of production of normally-formed cigarettes.

Scharff-Koken Mfg. Co.
ST. LOUIS, MO.

IF YOU WANT TO SAVE TIME and MONEY
USE
Corrugated Fibre Shipping Cases

Endorsed by Manufacturers and Jobbers who have learned that "A Dollar Saved is a Dollar Made"


CORRUGATED BOXES REACH YOU IN FLAT BUNDLES, LIKE THIS


THEY ARE QUICKLY AND EASILY SET UP, LIKE THIS

More quickly packed, require less space, and are cheaper than wood.

Sealed to meet all regulations, and reduce to a minimum breakage and pilfering claims.

Guaranteed to meet all requirements of Express, Parcel Post and Freight.

Reduce *your* shipping expense. Our prices have already declined heavily, and it will pay you to investigate.

Save money by writing us today, stating method of transportation used, weight of contents, and dimensions.

Scharff-Koken Mfg. Co.
ST. LOUIS, MO.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

BELLE HARBOR:—42,297. For cigars. September 8, 1921. Max Samuels, Rockaway Beach, L. I.

LITTLE PACEMAKER:—42,299. For cigars. July 18, 1921. H. M. Zeldenrust Co., Bethlehem, Pa. The trade-mark though apparently not heretofore registered by any of our affiliated bureaus, is claimed to have been used by the Consolidated Cigar Corp., New York City, and title thereto is claimed to have been acquired by the within-named registrant through mesne transfers.

BLUE HILL:—42,301. For all tobacco products. September 29, 1921. American Cigar Co., New York City.

TRANSFERS

LA VERSADA:—15,937 (U. S. Tobacco Journal). For cigars. Registered January 11, 1894, by Morris & Batt, New York City. By various transfers acquired by Herman Friedman, New York City, and re-transferred to Bienenfeld & Gelb, New York City, September 10, 1921.

GALION:—20,340 (U. S. Tobacco Journal). For cigars, cigarettes and tobacco. Registered September 7, 1898, by Witsch & Schmitt, New York City. Transferred by American Litho. Co., successors to Witsch & Schmitt, to George Schlegel, New York City, October 3, 1921.

BINGO:—42,302. For leaf tobacco. October 18, 1921. Mehl Leaf Tobacco Co., Peoria, Iowa.

CORRECTED PUBLICATION

LITTLE PACEMAKER:—42,299. For cigars. Registered July 18, 1921, by H. M. Zeldenrust Co., Bethlehem, Pa. The trade-mark though apparently not heretofore registered by any of our affiliated bureaus is claimed to have been used by McCoy & Co., New York City, predecessors of the Consolidated Cigar Corp., New York City, and title thereto is claimed to have been acquired by the within-named registrant through mesne transfers.

IN RE EMERGENCY TARIFF BILL

The bill extending the Emergency Tariff Act from November 27 next to *February 1, 1922,* "unless otherwise provided by law" has been passed by the House of Representatives and now goes to the Senate, says a Bulletin of th Tobacco Mrchants' Association.

As regards tobacco, the Emergency Tariff Act provides for an increase in the duties on imported wrappers of 50 cents per pound, making the rates thereon $2.35 per pound for unstemmed wrappers and $3 per pound for stemmed wrappers.

It will be noted that while the Emergency Tariff Act is to be extended to February 1, 1922, it will be superseded by the permanent Tariff Bill if the latter should be passed before then.

Rouge et Noir

Dinah, a dusky belle, had purchased a new hat. She asked her friend Mandy what she thought of it.

Mandy—I think it's a lovely conskeption but it doesn't suit yo'!

Dinah—What's the reason it don't suit me?

Mandy—Well, if yo' wants my honest opinion, I think it makes yo' look too French!—*Tit-Bits.*

PORTO RICAN CONDITIONS IMPROVE

"The leaf growers as well as the cigar manufacturers in our Island of Porto Rico will be reassured by the ending of the nine months' strike of the cigar makers who have, as I understand it, unconditionally surrendered," said J. F. Vazquez, of the Porto Rican Tobacco Guarantee Agency, in conversation with reporters early this week.

"You see," he remarked, "it is a step 'back to normalcy' which will result in a return to the normal demand for leaf and the resumption of activities in the cigar manufacturing centres of Porto Rico. This will have a tendency to steady the market.

"True, the output in isolated factories temporarily conducted by the Porto Rican American Tobacco Company, purposely operated in out-of-the-way places beyond the pale of labor delegates, has kept pace with present demands, but the expected livening up of trade conditions in this country, and the gradual return of Porto Rican cigars to their former prestige and popularity will doubtless prompt the leaf buyers of the Porto Rican American Tobacco Company to bid higher and on greater lots of leaf than they have been doing heretofore.

"There naturally has been a restraint of manufacturing operations in Porto Rico because of labor's demand. All manufacturers now established on the Island, as well as those about to enter the cigar industry will feel at liberty to work out their plans now, without fear of upsets by organized labor."

TELLS HIM TO CHEW GUM

London *Tobacco* says that "now and again people come to *Tobacco* offices' enquiry bureau who have nothing whatever to do with the trade; but they may be in quest of some strange article which no tobacconist can supply. A caller not so long ago was very anxious to get some cigarettes which would be absolutely harmless for one with a weak heart. They must not contain tobacco or nicotine in even the smallest proportion. We are not very whole-hearted supporters of the chewing gum habit, but really if a man like that must do something with his mouth and has been forbidden tobacco he must find a substitute."

E. Rosenwald & Bro.
145 WATER STREET, - - - NEW YORK

The Tobacco World
Established 1881

VOLUME 41 NOVEMBER 1, 1921 No. 21

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37TH STREET
BROOKLYN, N. Y.
HIGH GRADE CIGAR LABELS AND BANDS
170 WEST RANDOLPH ST., CHICAGO, ILL.
723 BRYANT STREET, SAN FRANCISCO, CAL.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L. MANAGER
PASBACH-VOICE LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Gratiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

American Bands & American Labels
for AMERICAN CIGARS
Our Special Process and fifty years of experience are reasons why we produce Cigar Bands and Cigar Labels of recognized superior quality and character.
High grade Bands and Labels *do* increase sales of Cigars.
For the *BEST,* write us.
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
SINCE 1870

GEO. SCHLEGEL
22nd St. and Second Ave., NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET,
LOUIS G. CAVA, Mgr.

SHADEGROWN

Connecticut, Florida

and

Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

131-1133 Water St., New York City

VOLUME 41 NO. 22

The TOBACCO WORLD

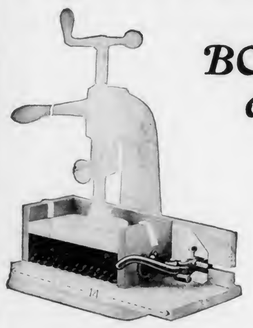
NOVEMBER 15, 1921

LIBRARY RECEIVED

Wolverine Packing Presses

for

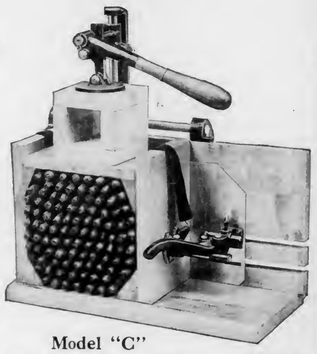
BOXES, BUNDLES and TIN CANS



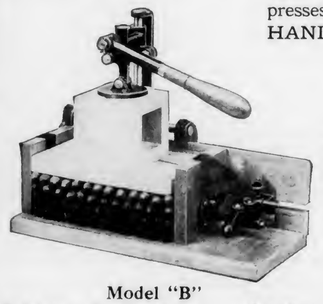
Model "A"
For 50 Cigars, - $7.50

THE WOLVERINE PACKING PRESSES have been designed to suit the needs of the individual user. Sturdily built and made to eliminate all waste motion, they represent the latest in packing equipment.

CUT DOWN YOUR PACKING COST by banding cigars before boxing them. They will lay in the box with bands face up just as you lay them in these packing presses. THIS ELIMINATES DOUBLE HANDLING.



Model "C"
For Bundles of 100, - $16.00



Model "B"
"B-1" for 50 Cigars, - $10.00
"B-2" for 100 Cigars, - 12.50

Model "E" for Round Tins

is a recent addition to our line. Made to pack 50 cigars in *any size* round tin or glass jar. Will not split or break the wrapper.

Write for our Descriptive Circular

Model "E"
For 50 Cigars in Round Tins, $35.00

PULTE-KORRECK MACHINE CO.

Manufacturers of Wolverine Bunch Breakers

GRAND RAPIDS, MICHIGAN

There Is No Real Substitute for Wooden Cigar Boxes

EVERY experienced Cigar Manufacturer knows that wood is the best material for cigar containers. While there is a movement afoot to popularize substitutes, careful consideration should be given to the merits of the wooden package.

In a series of advertisements to the trade there will be presented the case in behalf of the wooden cigar box. Obviously, no claims will be made, no statements adduced that can not be fully substantiated.

However, in fairness to all, we urge that any and all claims we put forth be subjected to the most searching analysis.

Proof is the only yard-stick on which to measure superiority. You are the judge and jury. Study our evidence carefully.

Advertisement

CHANCELLOR
Cigar

For years distinguished by its excellence
The Acknowledged Leader
Among Mild Sumatra-wrapped Havana Cigars

SAN MARTIN & LEON COMPANY
TAMPA, FLORIDA

Manufacturers of

HIGH-GRADE MILD HAVANA CIGARS

Under their Brands:

"SAN MARTIN y LEON"
"HOYO DE CUBA"
and
"EL BRICHE"

TOPIC
HAVANA CIGARS
10c. Straight, 13c., 2 for 25c
15c. Straight

The first choice among business men and after-dinner smokers, has met with wonderful success wherever placed : : :

Bobrow Brothers
Manufacturers
Philadelphia, Penna.
Makers of the famous "BOLD" cigar

LA PREFERENCIA. CIGAR

A SUCCESS BASED ON PERMANENT QUALITY

STICK TO Cinco - IT'S SAFE

OTTO EISENLOHR & BROS. INC.
PHILADELPHIA —— EST. 1850

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The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

MACHINERY WANTED

WANTED—LIBERMAN SUCTION ROLLING MACHINES, Straight Bunchmaking Machines and Universal Stripping Machines. Address P. O. Box 176, Kingston, N. Y.

CIGARS WANTED

LARGE DISTRIBUTOR DESIRES LARGE QUANTITIES of cigars as "jobs" from manufacturers of either advertised or unadvertised brands. Address Box No. 435, care of "Tobacco World."

A CIGAR MANUFACTURER OF FINE AND CHEAPER grades of cigars would like to negotiate with a first class and aggressive salesman who can take on a new line of high grade cigars on a commission basis. Address Box 430, care of "Tobacco World."

PRIVATE BRAND ACCOUNTS WANTED

PRIVATE BRANDS—From the very best to the cheapest grades. A few more accounts desired, large or small. Careful selection of tobacco, excellent workmanship. Close prices, reliable manufacturer. Address Box 2162, Tampa, Fla.

FOREMAN WANTED

FOREMAN WANTED FOR PHILADELPHIA FACTORY. One who understands suction and hand methods, and acquainted with local conditions. Address Box 432, care of "Tobacco World."

CLERK WANTED

BRIGHT YOUNG WOMAN WANTED FOR CLERICAL AND Stenographic Work in office of local cigar factory. Address Box 433, care of "Tobacco World."

FOR SALE

WHEN YOU NEED CIGAR MOISTENERS, LID HOLDERS, Price Tickets, Card Holders, Display Stands, etc., write W. C. Roy & Co., 204 East Lemon Street, Lancaster, Pa.

100 BARRELS CONNECTICUT BOOKED AND STRIPPED and Booked Fillers. Very reasonable price. Max Rosenfeld, 220 State Street, Hartford, Conn.

TINFOIL FOR SALE—2000 pounds of Star pattern tinfoil for a 5¼-inch cigar. A low price to interested party taking all of it. Address Box 434, care of "Tobacco World."

The Standards of America

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs

MANUFACTURED BY

GEORGE W. HELME CO., 111 Fifth Ave., New York

FOR fifty years Spanish Cedar has been known and appreciated as the best container for good cigars.

It is admitted that it preserves the condition of the tobacco and improves the aroma.

Of course a great many "just as good" arguments have been advanced by those offering a substitute for Cedar boxes and economic conditions have, to a certain extent permitted the introduction and use of other containers than Cedar boxes; but while Domestic Woods, veneered boxes, glass, paper, tin, and other substitutes for Cedar have been advertised and sold, nevertheless, everyone admits that there is nothing equal to the Spanish Cedar box.

Now we are approaching conditions which will enable the manufacturers of Cedar to put their goods on the market in competition with any other container, and we call the attention of the box making trade to the great reductions in prices and invite their inquiries for Spanish Cedar manufactured in a way as to make it most economical for the use of boxes.

GEORGE D. EMERY COMPANY

IMPORTERS-MANUFACTURERS OF FINE CEDAR LUMBER

220 ELEVENTH AVE., NEW YORK CITY

EL ROI-TAN

PERFECT CIGARS
SOLD EVERYWHERE—GOOD ANYWHERE

ROBERT EMMET CIGARS

20,000,000 ROBERT EMMETS will be needed this year to fill the demand created by their superior quality

Blended by the Master Blender, Charles J. Spietz

BREVAS SIZE

10c

MANUFACTURED BY

SPIETZ CIGAR COMPANY

Harper & Seneca Streets Detroit, Mich.

JUST A MINUTE

Mr. Cigar Manufacturer, are you keeping tabs on your supply of cigar boxes? If Contemplating a larger output, why not place your order now for our quality cigar boxes?

MONROE JARRETT SONS
MANUFACTURERS OF
CIGAR BOXES
S.W. COR. RANDOLPH & JEFFERSON STREETS
PHILADELPHIA, PA.

Keeping Faith

Our lifelong knowledge of choice tobaccos, our years of manufacturing experience and our up-to-date facilities are concentrated on making CAMELS the finest cigarette that can be produced.

Into THIS ONE BRAND we put the UTMOST QUALITY. A better cigarette cannot be made—even for a higher price.

CAMEL is THE QUALITY CIGARETTE—made for men who think for themselves—for folks who appreciate really fine tobacco.

ONE BRAND—ONE QUALITY—ONE SIZE PACKAGE.

That is the way we keep faith with the smoker and with YOU.

Camel

R. J. REYNOLDS TOBACCO CO., Winston-Salem, N. C.

Volume 41

THE TOBACCO WORLD

Number 22

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, NOVEMBER 15, 1921 Foreign $3.50

EDITORIAL COMMENT

IT must be a source of gratification to the many friends of the cigar manufacturers of Tampa to note that the recently published figures of the cigar production of Tampa for the month of October is equivalent to more than a million a day. This indicates that Tampa has struck its old stride and for the present at least is producing almost the normal amount of cigars.

If these figures mean anything they go far toward proving that the trade today is demanding quality in whatever class of goods they purchase. Neither strike nor storm is able to deter Tampa from producing the same article of excellence as that upon which her reputation was founded.

There is plenty of evidence of the return of confidence on the part of the cigar buyers. A visit covering considerable territory where there was opportunity to observe the cigar stands in hotels, clubs and the retail stores disclosed the fact that Tampa cigars are not only being well displayed but the public is taking advantage of the chance to get their favorite Tampa brands once more.

The Tampa cigar manufacturers are to be congratulated on the rapid strides which their industry is now making to regain its place in the trade.

* * *

TALK that the "old nickel cigar" has come back does not impress us very strongly, for a reference to anything coming back is an admittance that it has been somewhere. And while you are away a lot of things can happen to you; you can lose anything from your pocketbook to your character. If the old nickel cigar has come back it certainly lost a lot of things, either coming or going, including its character.

That a ciar can be manufactured today and retail at a nickel is another matter. That there is a demand for a five-cent cigar is unquestioned. But to call the five-cent cigar of today the peer of the old nickel cigar of 1914 is like trying to convince yourself that Mr. Volstead's beer is just the same as that of pre-Volstead days.

And does any one suppose that the numerous firms whose fortunes were founded on brands that became nationally known while retailing at five cents, would hold to their present retail prices of seven and eight cents, if it were humanly possible today to manufacture the *same* quality and *size* cigar to sell for a nickel?

When the "old nickel cigar" comes back it will be in a procession headed by the same brands that were in the vanguard when it went away. But we do not anticipate buying grandstand seats for this parade for some time to come.

* * *

IT is notorious that in the East there is very little *brand* business on Manila goods as far as the smoker is concerned. Yet in certain localities in the West, the tobacco agent of the Philippine Government, assures us there is a very definite business on *brands* of Manilas not only in Class A but in Class B and Class C as well.

We venture to suggest that Manila cigars have suffered generally because of the fact that they have been sold more on *price* and less on quality and value. Of the many brands produced in Manila you can count on one hand the names of the brands which the smoker knows and calls for in this section of the country. He usually says, "Give me a Manila," and shoots a nickel into the change tray.

The average smoker in the East doesn't know that Manila produces a Class C cigar, and the great majority of smokers along the Atlantic seaboard could not name offhand three Manila brands of any class.

We believe that the Manila manufacturers and their agents in this country have overlooked a big sales factor in giving in the past such a comparatively small amount of publicity to their individual *brands*.

The smoker no longer steps up to the counter and says, "Give me a cigar." He asks for it by name. The price and the quality suit him, and he knows what he is getting. But the great majority of Manila brands come under the general classification of "a Manila" as far as the smoker is concerned.

Brand prestige has made many men rich in the cigar industry but they would never have traveled very far if the smoker had never recognized a cigar other than as "Seed and Havana," or "Clear Havana," or by some other general terms.

The confidence of the jobber, retailer and smoker must be established in Manila *brands*.

Competition in *price* is always more or less keen but competition in *brands* of merit and reputation is not so great.

And if you doubt the truth of this statement, check up with the leading cigar jobbing houses of the country for the first nine months of this year and find out whether retailers bought *price* or *brands*.

STEIGERWALD CREDITORS MEET

At a meeting of the creditors of the John Steigerwald Cigar Co., held on November 4, it was disclosed that the liabilities totalled nearly $800,000. The Northwestern Trust Company is listed as a creditor to the extent of more than $240,000 while other banks and trust companies, mostly located out of town, are creditors for more than $100,000 additional. Credit and finance companies have claims aggregating nearly $275,000 more. The tobacco industry seems to have fared comparativey well as its total claims including those of leaf houses, lithographers, machinery manufacturers and cigar box manufacturers is stated to be only $80,000.

Assets are claimed to be about $600,000.

At a meeting of the Creditors' Committee held on Monday the 14th, it is understood that an offer of settlement was made on a basis of 10 per cent in cash and 5 per cent in notes. It is improbable that the business will be continued.

KEYSTONE TOBACCO MERCHANTS MEET

In celebration of the first anniversary of their association, the Keystone Tobacco Merchants' Association will hold a banquet at the Hotel Casey in Scranton, Pa., on Wednesday evening, November 16, at 7 P. M.

The leading cigar jobbing houses of that section comprise the membership. Many guests are expected from all parts of the state.

JOSEPH P. MANNING, FIRE COMMISSIONER

Joseph P. Manning, head of Joseph P. Manning Company, of Boston, Mass., has recently been appointed fire commissioner of that city by Mayor Peters. Mr. Manning accepted the honor only upon the condition that he would be allowed to serve without pay. Mr. Manning has many interests and is one of the best known men in Boston. Yet despite this fact he has on numerous occasions assisted the Mayor in planning improvements in numerous city institutions.

AN EMPHATIC DENIAL

In view of persistent rumors reflecting on the quality of a product sold by the American Box Supply Company, Harold L. Wadsworth, president of that company, has issued the following statement to the trade.

"A rumor emanating from some unfair competitive source persists in the trade to the effect that a very large quantity of our cigar bands have been returned because of unsatisfactory workmanship.

"I take this opportunity to emphatically deny this allegation and challenge this competitor, whoever he may be, to prove his assertion.

"The house said to have rejected these bands is one of the largest cigar manufacturing concerns in the United States and, aside from the reflection upon the quality of the cigar bands of the American Box Supply Company, it is most unjust to a famous cigar house bearing a reputation of long standing for their sense of fair dealing.

"AMERICAN BOX SUPPLY COMPANY,
(Signed "HAROLD L. WADSWORTH,
"President.

"Detroit, Mich., November 10, 1921."

JOSEPH B. WERTHEIM A VISITOR

Among the recent visitors to the local trade was Joseph B. Wertheim of the Webster Cigar Co., which has its headquarters in Detroit, Mich. Mr. Wertheim was here in the interests of the "Webster" cigar. This is a Java-wrapped product of excellence and has proven to be a leader wherever introduced. Mr. Wertheim is widely known through his years of experience in the trade and his former connection with the Jose Lovera Company, and E. M. Schwarz & Co.

PRODUCTION ON "OLD KING COLE"

The new factory of the Old King Cole Cigar and Tobacco Company, at Fort Myers, Fla., is now producing this widely known brand in quantities that will enable that firm to supply the trade once more.

James B. Regan, president of the company, completed arrangements several months ago for the revival of this clear Havana cigar brand, and as a result "Old King Cole" cigars are being produced in a bonded factory at Fort Myers, Fla.

This cigar will retail at prices beginning two for a quarter.

The headquarters of the Old King Cole Cigar and Tobacco Company are at 140 West Forty-second Street, New York.

PIPES AND HOLDERS FOR HOLIDAY TRADE

William Demuth and Company, makers of the famous W. D. C. line of pipes state in the latest issue of their *Pipe Organ* that jobbers are stocking freely on pipes, cigarettes and cigar-holders in cases. They believe that every indication points to a strong demand during the holidays for these goods. They also advise that an early display of these goods will undoubtedly prove profitable.

There is unquestionably a renewed activity in pipes and holders and many dealers are concentrating on these articles in cases, certainly most logical for gifts.

TAMPA

October Production a Million a Day — Larger Quarters for A. Yanez y Ca.— D. N. Holway Dead— Association Stamp Coming Soon.

Tampa, Fla., November 11, 1921.

AND now after the storm, the calm; the bright days of sunshine and the azure canopy of the heavens are again hovering about the smiling groups of cottages and green fields surrounding Tampa. The strong, magic city now seems unconcerned of the tropical storm that two weeks ago passed over her uprooting trees, smashing glass, blowing off portions of roofs, and for a while paralyzing street cars and putting out of commission electric lights, telephones and water works.

Now that it is all over, and we are again on our bearings, we realize that the damages were exaggerated as could be expected in the first moments among the general confusion. It is questionable whether or not the city is not better off by the visitation that in the form of a colossal broom has swept away a lot of rotten awnings, unsightly signs and unsecured hangings that were a menace to life and property. Another gain brought up by the storm was the arising of public spirit and co-operation; for everybody, authorities, corporations and citizens, were united in the effort to clean away breakage and restore normalcy, with the result, that a few days after the storm Tampa was upright and smiling.

And what was the effect on the cigar industry? Well, according to the sales of internal revenue stamps, Tampa has turned out three times as many cigars in the month of October this year as during the same month last year; for the figures show that in October last year the production was 11,907,222 and this year 32,886,490, or an average of more than a million a day, which is considered the normal output. The number of cigars according to class manufactured last month, was as follows: Class A, 1,709,970; Class B, 5,183,750; Class C, 20,149,810; Class D, 5,446,730; Class E, 395,230. Total internal revenue collections for Tampa last month were $293,611.61, compared with $227,698.86 in September.

In the few factories that your correspondent was able to visit the same spirit of optimism seems to prevail; and for instance, at Marcelino Perez & Co. their traveling representative, George W. Stocking, was about to return to spend at home the balance of the year, having secured orders to keep the factory busy to the last of December.

A. Yanez & Co. has found necessary to enlarge the skirts of "Miss Tampa," the "deliciously irresistible" maiden, and have purchased a large and complete factory building to move in in order to cope with the increased demand for their product. R. S. Tatum (Bob) with his staff of salesmen, is making things lively; so at the factory everybody has to hustle.

Jose Arango & Co., the new settler from Chicago, is having smooth sailing and working a force of over one hundred expert cigar-makers. Arango expresses himself as fully satisfied with the change and feels grateful for the cordial reception and efficient help tendered to him by his fellow manufacturers of the association.

A. Amo & Co. the direct successors of the old house of Amo Ortiz & Co., are holding the patronage and esteem of their trade established many years ago, and adding constantly to their followers. Their representative, G. E. Meigs, is covering the Western territory, and with the supply of fine tobacco personally selected by Mr. Amo in Havana, the standard of their brands will be steadily maintained.

B. Cosio of the Consolidated Cigar Corporation, has had the excitement of an incipient fire at his house, in which he was painfully burned on the feet while fighting to extinguish the flames, in which he heroically succeeded; but his greatest worry was to be forced to remain at home nursing his pedal extremities while the factory was claiming his attention; and whoever knew Mr. Cosio knows that duty for him is the first consideration.

The Tampa Token Cigar Company is a comparatively new concern specializing in mild Havana, and is making a success out of it. L. M. Brantley, their manager, is determined to make "Artaban" their leading brand, one of the standard leaders in the market.

And so is the Abana Cigar Company another aspirant to high honors, from which the trade will soon hear further in the near future.

San Martin & Leon Co., V. Guerra Diaz & Co., Val M. Antuono, F. Lozano, Son & Co., Teijeiro & Garcia, Sanchez & Haya Co., Corral Wodiska & Co., Arguelles, Lopez & Bro., A. Fuente & Co., Jose Escalante Co., Salvador Rodriguez, and many others whose names are legion, are among those for whom the only effect of the storm was to spur on their activities.

The sudden death of Benigno Balbin, occurred at his residence, 1509 Florida Avenue, on the 21st of last month, came as a surprise to his friends and relatives; as Mr. Balbin had only recently returned from a trip

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ONNISTY & SISTEM

DEER JIM. You probbaly dont unpack your goods rite in the middel of the store do you Jim? So do we. At least we dont enny more.

When the boss was away yesterdy and Persy and I was running things, a big box of stuff cum along by express and the man set it down rite in the middel of the store

Persy sed "Thats too hevvy to moov in the back room. He open it rite heer and you can carry the stuf back there." I diddent think the boss wood want all that muss there in the store but I diddent say ennything. I aint the boss of Persy. He opend up the case and there was bords all around on the flore when he got thru, and nales and exsellsior and about that time the boss rolld in and he was mad and he sad, "What the hel you doing heer ennyway. Get this stuf into the back room. You kno we dont unpack goods out heer." Persy was going to argu but the boss sed, "Nix on the jaw hash. Just move the stuf, and shake a leg about it. Dont be all day."

The boss dont generally talk that way and he never gets mad enuf to ball out enny of us but Persy, but I gess Persy is a fair mark. Why ennybody wood be a fool to think they woodnt make enny muss unpacking stuf rite in frunt of the counters, but then Persy is a fool ennyway. Spoze sum customer wood scratch up a new shoe on a nale or tare his cloze. Then weed be in rong with that customer forever I gess.

The boss aint the only one that handed it to Persy eether. He cum in the offis in the afternoon, Persy did, and Sally was there alone and when he went by her he tride to chuck her under the chin but he diddent get by with ennything like that. Sally handed him a slam in the map that sounded like hitting a table with a bord. And if she haddent I wood of becaws I was cumming rite behind Persy. So I gess he knoze he aint got enny stand in with Sally.

Persy kind of lade that slam up agenst me and he tride to get even on me today. He saw me when old J. B. Cortvelt, one of our best customers, cum in and wanted a new stem for his meershawm pipe. I shode him the stems we had but there wassent enny good one that fitted. There was a box of cheap imitashon stems that had the rite size in em but I told him they woodent be good enuf for such a fine pipe and that heed better let us send his pipe away and get a stem just what he wanted. So he sed he gesst heed do that.

Well after heed gone Persy jumpt on me and sed I was a poor fool becaws J. B. wood of bawt one of those cheep stems and bin satisfide if Ide kept my mouth shut. "Why diddent you take one of those and charj him a good price for it and heed never kno the diffrens?"

The boss wanted to kno what we was chuing about and Persy tride to tell him I wassent working for the good of the store and was sending away for things insted of selling what we had.

Well the boss lissend til he got the hole story and Persy sed I was too onnist for the good of the bizness. "You must think this cigar store is a Sundy skool class," Persy sed.

"Shush!" the boss sed to Persy. "If you had as much ideea of how to be onnist as William has, youd be a 1000 times as onnist as I ever expect you to be." Then the boss told me Ide dun just rite and that if more clerks wood treet customers the way that wood pleez em best in the end insted of just the eeziest way to make a littel munny rite off, it wood be better for the bizness. So thats as neer as Persy cum to getting even with me on that deel, but I spoze Ide better keep my eye peeld or heel be putting sumthing over on me sum other day.

The boss has bin getting a new sistem in the offis and buleev me heez got it rite. If a feller walks in and says "How are you mister Hecker? How much do I oe you today?" The boss dont haf to say, "Well I aint got your bill reddy but Ile have the bookkeeper get it out and send it to you and youll get it tomorro." Not much he dont haf to do that, not now. He opens a nice littel case with a glass top and all fireproof stuf and he looks in where that mans bill awt to be and there it is and he says "You oe me four-25." And then the feller cums acrosst with the munny. If enny feller thinks he can make a bluf at being going to pay and then not pay becaws his bill issent reddy, the boss fools him good on that.

But that aint all. If ennybody sends to the store for ennything, when the goods go back, along with em goes a littel slip all printed in the cash rejjister that ells how much everything is and who sold it and then the guy that gets the stuf can see that the feller that he sent aint a grafter, and the feller that cums and gets sumthing for sum other feller can sho how much heez paid for it everybodys happy insted of each one being kind of suspishus. And every customer he gets a recok-

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NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

INCREASED employment in the tobacco industry is shown for October in the monthly report just issued by the United States Employment Service. Establishments reporting to the service indicated that an increase of 762 persons was made during the month in the number employed, an addition of 2.4 per cent. to the number carried during September.

Of the fourteen industries surveyed, only three showed decreased employment during the month, with a total reduction of 15,000 persons, which was more than offset by the 16,224 added to the payrolls of the steel companies.

The report of the Employment Service was compiled from returns made by 1426 firms, usually employing 501 or more, located in the sixty-five principal industrial centres of the United States. These returns showed a total of 1,560,155 persons employed on October 31st, as compared with 1,544,529 on September 30th, an increase of 15,626, or 1.01 per cent.

"The industrial situation as represented by employment conditions shows steady improvement," pointed out Francis I. Jones, director general of the service, in his report. "The outstanding feature is the marked increase in the basic industries, iron and steel, metal products, and the railroads. These gains more than offset the decrease in the automotive industry, a seasonal condition, and in the miscellaneous group, caused largely by the slackness in the shipyards. Reports from 231 of the principal industrial centres indicate that public improvements are absorbing some of the common labor that is rapidly being released from agriculture, canneries and other seasonal activities."

Detailed reports from the various sections indicate that the cigar business in Manchester, N. H., is in a good condition; in Newark, N. J., cigar and tobacco factories are busy, while the tobacco industries of Philadelphia and Pennsylvania in general report considerable improvement during the last few weeks.

The most noted increase in employment in Richmond, Va., was in the tobacco industry, it is declared, while Tampa reports the cigar business as picking up for the holiday trade. Most of the cigar factories in Key West have taken on additional workers within the past month, and eighteen factories which were closed have been reopened.

Providing for the re-enactment of the present taxes on tobacco the Senate, early in the morning of November 8th, finally passed a revenue bill. The bill is now in conference for the adjustment of differences in the bill as passed by the Senate and the House, and efforts will be made to have the completed bill ready for the President's signature when the Congress adjourns, as it hopes to do, on November 22d.

While no change is made in the tobacco sections, amendments to other provisions of the law are of interest to the industry and the Washington Bureau of the TOBACCO WORLD, accordingly, has prepared the following summary of the measure:

Efforts on the part of Senator Smoot and certain of his colleagues to secure the adoption of a tax on all manufactures were decisively defeated by the Senate, but, undismayed by his failure to secure favorable consideration of his plan at the present time, the Senator has announced that he will bring it up again early next session and will press for its passage, together with the adoption of a bill providing a bonus for all former service men. Similar announcement has been made in the House by Representative Fordney, chairman of the Ways and Means Committee.

The Senate followed the lead of the House in repealing the excess profits tax, but determined that the maximum surtaxes on income should be 50 per cent., instead of 32 per cent. as provided in the House bill, and it will be necessary to reach an agreement on the rate while the bill is in conference. The Senate also adopted higher estate tax rates than were provided by the House, and voted for the retention of the capital stock taxes.

Heads of families will benefit more than single persons from the changes made in the income sections of the bill. In the case of taxpayers having a net income not in excess of $5000, the personal exemption will be $2500, instead of $2000, as at present, and the exemption for dependents is increased from $200 to $400. No change, however, has been made in the exemption of $1000 allowed single persons. The tax rate on incomes will be four per cent. on the first $4000 of net income and eight per cent. on the amount in excess of that sum, while the surtaxes will apply to incomes in excess of $6000.

To bring the Federal law into conformity with the laws of the various States, the Senate bill provides for separate returns by husband and wife in such States where the separate interests in income and property of each are recognized, and estate, inheritance and succession taxes are to accrue on the due date thereof except as otherwise provided by the law of the jurisdiction imposing such taxes.

One of the most important features between the House and Senate bills is in the tax rate to be assessed upon corporate income. The House provided for a tax

rate of 12½ per cent. upon corporations, but the Senate increased this to 15 per cent. There is considerable feeling on both sides regarding the rate to be imposed upon corporations, and neither the House nor the Senate rate will be adopted without a stiff fight. Also, while the present law provides for an exemption of $2000 for all corporations, the proposed measure permits such an exemption only in the case of domestic corporations with net incomes of $25,000 or less.

The present tax on telegraph and long-distance telephone messages is retained, but all the transportation taxes—freight, express and parcel post packages, personal transportation and Pullman accommodations—are repealed, effective January 1st, next, and provision is made for the refunding of the tax on such portions of mileage books and other tickets as may be unusued on that date. In addition, business men will benefit from the provision which permits traveling salesmen and others to deduct from their income returns all expenses for board and lodging while away from home in the pursuit of a trade or business.

Purchasers of automobiles, whether for business or pleasure purposes, as well as of tires, tubes, parts and accessories, will continue to pay a tax, efforts on the part of a number of Senators to have the tax on trucks removed having been unsuccessful. Automobile trucks will be taxable at three per cent., but passenger automobiles, motorcycles, and tires, tubes, parts and accessories will bear a rate of five per cent.

Abandoned and forfeited tobacco and its manufactures, which have heretofore been destroyed by the Government, will in future be turned over to Government hospitals, as a result of the adoption by Congress of the bill introduced in the Senate on May 10 by Senator Calder, of New York.

Approval of the measure was expressed by Secretary of the Treasury Mellon, in a letter which he sent to the chairman of the Finance Committee, suggesting changes in the bill which would make it more simple of administration. The act provides for the amendment of Section 3369 of the Revised Statutes so as to have the last proviso thereof read as follows:

"In case it shall appear that any abandoned, condemned or forfeited tobacco, snuff, cigars or cigarettes, when offered for sale, will not bring a price equal to the tax due and payable thereon, such goods shall not be sold for consumption in the United States; and upon application made to the Commissioner of Internal Revenue, he is authorized to order the destruction of such tobacco, snuff, cigars or cigarettes by the officer in whose custody and control the same may be at the time, and in such manner and under such regulations as the Commissioner of Internal Revenue may prescribe, or he may, under such regulations, order delievery of such tobacco, snuff, cigars or cigaretts, without payment of any tax, to any hospital maintained by the United States for the use of present or former members of the military or naval forces of the United States."

Possibly six months will elapse before a permanent tariff measure is enacted, according to leaders in Congress, who realize the futility of attempting to rush this measure through as was done with the revenue bill. While the revenue bill can be amended at any time without great difficulty, the amendment of a tariff law is a more complicated problem, and it is now intended to have the new tariff act as sound and waterproof as possible.

Acting upon the assumption that considerable time must elapse before the tariff measure can be completed, the Senate has adopted the House bill extending the life of the emergency tariff law providing increased rates of duty on tobacco and other agricultural products, but has amended that measure so that the rates will be operative until otherwise provided by law. The original intention was to limit it to February 1st, but it was brought out on the floor of the Senate that the adoption of a permanent tariff bill by that date was practically impossible.

While Congress intends to adjourn on November 22 until the beginning of the regular session on December 5, it is probable that the Senate Finance Committee will remain in Washington to continue its labors on the tariff measure.

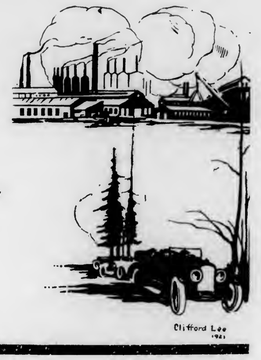
In discussing the matter with the Washington correspondent of THE TOBACCO WORLD, Chairman Penrose, of the committee, expressed the belief that all of the schedules could be taken care of in three or four weeks. However, this may be rather an optimistic view of the situation because of the fact that there are on file with the committee upwards of four hundred applications for the allotment of time in which witnesses may express their views to the committee.

Better conditions in the tobacco district, as a result of improved weather conditions will lead to an increase in the estimated production of tobacco, according to the monthly survey of business conditions throughout the country, just issued by the Federal Reserve Board.

"Favorable weather conditions in certain districts led to an increase in the estimated production of tobacco," states the board in commenting on this industry, "the figure for October 1 being 991,564,000 pounds. The quality of the crop in the Philadelphia district is excellent, while it is reported from the St. Louis district that the Burley crop will contain a high percentage of the best grades and that the crop in the western dark districts is among the finest ever raised.

"Bright tobacco is being marketed steadily on the North Carolina and Virginia markets, and prices seem to be fairly satisfactory to the growers. As the season has advanced, prices have tended to rise, due largely to better grades coming on the floor. Medium to fine grades are bought eagerly, but the prices offered for common tobacco have continued low. Leaf dealers in that district report an active business, especially for cigarette and smoking tobacco, but in the Philadelphia district business is still dull, as cigar manufacturers seem to have sufficient tobacco for their present needs. Sales of cigars in that district continue at about the same level as during September. This is due in part to the receipt of Christmas orders, although these are not in as great volume as in normal years. Manufacturers in the Richmond district are receiving their usual business for domestic consumption but are as yet doing little foreign business. A tendency towards lower prices is reported chiefly through the introduction of new brands of cigars and cigarettes."

DETROIT



Fred Cooper Now Has Normandie Stand——New Watkins Store in David Whitney Building Now Open—Charles Bobrow, of "Bold" and "Topic" Fame, a Visitor.

Detroit, Mich., November 10, 1921.

AH-H!, "Feelin' Fine," says Miss Detroit. Congratulations, Detroit, on your state of health, as a city you're A-No. 1, the health department said today.

With such a clean slate of bill of health, business conditions should also be A-No. 1.

The cigar manufacturers here are working to their full capacity and are behind on orders, some of the factories have not started to pack fortieths, owing to the rush orders piling up for twentieths, and many shipments are going forward by express daily.

Many of the downtown retailers report business to be very good, but also state there is room for improvement. The optimistic cigar dealer is looking forward to a nice and profitable Christmas business, while the pessimistic one is walking hand in hand with "old man gloom."

Detroit was honored on Monday, November 7, with the presence of the world's greatest military leader, Marshal Ferdinand Foch. It was the greatest welcome that has ever been extended to anyone in this city. Marshal Foch appreciated it, for he could see that it came straight from the heart of a joy-crazed people, for the "idol of France" had become the "idol of Detroit."

Walker Monroe (Berdan & Co., Toledo), is confined in Grace Hospital here following a serious operation, which was successful and his speedy recovery is expected.

Bernard Schwartz and son Norman, (Bernard Schwartz Cigar Corporation), are paying the New York leaf market a visit.

Al Korn, president and treasurer, (M. F. Minden Company, Inc., New York), is in our midst and giving the city the once over, and I understand he is picking up some nice fat orders for holiday goods.

W. W. (Doc) Rosebro, president, (F. Vega and Company), "Las Vegas" and "Colbert" brands, has just returned from a ten days visit to Chicago. "Doc" says it was a pleasure trip and not on business. Just looking over the old camping ground, I guess, how about it, "Doc"?

Harry Oppenheimer, (Oppenheimer Cigar Company), Saginaw, Mich., is making the rounds and looking over his chain of retail stores, which are located in various cities of Michigan.

Mort Ryan, (Harnett & Huitt Company), Toledo, Ohio, spent the week here calling on the retail trade.

Many attractive window displays are to be seen around the city this week; some very prominent ones are, "El Producto," "Harvestor," "La Preferencia," "Dutch Masters," "Webster," "Roi-tan," "Robt. Emmet," "Garcia Grande," "Portina" and "Chancellor."

D. Emil Kline, president of the Consolidated Cigar Corporation, was a recent visitor to the city, looking after the interest of his company's brands.

W. W. Drewry, "Little Cigar Dept.," of P. Lorillard Company, New York, has been spending the week here calling on the jobbing trade accompanied by H. C. Truax, Michigan representative.

Willis Andruss, the "La Palina" Ambassador, (Congress Cigar Company), who has been with us for some time, has left for an extended trip through the West. Willis says "his business is growing larger every day, and that the smokers know a good cigar, hence 'La Palna.'"

Harry Parr, the "Chancellor" cigar artist, (American Cigar Company), is doing some wonderful work with his brush, and many windows of prominent cigar stores are decorated with the flying eagle, with a "Chancellor" cigar in its talons. This novel advertising should shoot the brand far to the front.

Lee and Cady, Inc., have recently taken on "Park & Tilford" line of candies, for distribution in this section.

What's the matter with "Rollie"? Oaks Heath, of John T. Woodhouse & Company, was seen leading "Rollie" Aspinall around by the hand. "Rollie" had the order book, but Oaks had the conversation.

Frank Horning, (Arnold Tietig and Son), the "El Cruzador" booster, is with us. Frank says "he has A Triumph in Quality and a Giant in Distribution."

Harry L. Bassett (Mi Lola Cigar Company), is working the city on "Mi Lola" cigars and showing a very attractive package of fortieths, for the holiday trade.

Walter Cohn (Metropolitan Tobacco Company), is reported to be on the way to Detroit, with a big line of pipes, and smokers' articles.

James Monroe Preston (Sig. G. Mayer and Company), "Rey Oma" and "Royal Lancer" cigars, was a recent visitor to the city. James looked prosperous and said "business was great."

Emmett Walsh, "La Azora" brand, (Consolidated Cigar Corporation), has recently moved to Detroit, where he will make his permanent home in the future.

Charlie Bobrow, (Bobrow Brothers, Inc.), enroute to Philadelphia from a trip to the Pacific Coast, stopped over in Detroit for a day, to pay his respects to Charles F. Becker, local distributor of "Bold" and "Topic" cigars.

Lee and Cady, Inc., have added the line of famous "Dunhill Pipes" to their already successful pipe department.

"Vega Del Rey" cigars (S. H. Furgatch and Company), are prominently displayed in the window at Bert Johnson's main store. Bert says "this brand, is a good repeater" with him.

Soper's Cigar Store, Dime Bank Building, has a very attractive window display of "Charles The Great" (Salvador Rodriguez). Mel reports good sales and says, " 'Charles The Great,' is his leader in clear Havana cigars."

Ernest Wolton, district manager of the Michigan factories for the General Cigar Company, is spending some time in Alpena, Mich., opening up another new factory, for the manufacturing of "Owls" with the brown band.

A. J. (Jimmie) Lyons, has resigned from P. Lorillard Company, as Michigan representative of the Tobacco Department. Jimmie has started for the wilds of northern Michigan, for a needed vacation. As the season has opened for deer, no doubt he was well supplied with artillery.

O. Lee Myers (Bobrow Brothers), is with us doing some boosting on "Topic" and "Bold" cigars. Lee has just returned from the West and says he "had wonderful business and great prospects for the future."

The Watkins Cigar Stores Company, David Whitney Building, after several months alterations, have completed one of the most attractive and up-to-date retail cigar stores in the city. The new lighting effect gives the store the "daylight" at night, which is most beneficial to their customers, in the selection of their favorite brands.

A section on the main floor is devoted to the department of pipes and smokers' articles, where the latest novelties are displayed. This selection can not fail to please the most fastidious. The department is under the personal supervision of Herbert M. Earl, whose ability as a buyer in this line is unsurpassed.

On the lower floor, an added attraction, is a new glass-front humidor made of imported Spanish cedar, finished in mahogany, with a capacity of 100,000 cigars.

Norton T. Lee, twenty-two years old, son of Gilbert Lee, president of Lee and Cady, Inc., jobbers and wholesale grocers, was killed in an automobile accident, eleven miles north of Pontiac on November 2.

Fred W. Kerr, of the same firm, who was riding with Lee, is in Harper Hospital, Detroit, in a serious condition. Lee's car upset and was wrecked when it hit a truck. Kerr retained consciousness long enough to get another car to rush Lee to Detroit, but Lee died on the way to the city. The deepest sympathy is extended to Mr. and Mrs. Lee in their sad bereavement.

"El Producto" Coronas packed in tin (G. H. P. Cigar Company, Philadelphia, Pa.), are proving a big seller, in Detroit. The metal holder for displaying the tins are very attractive and a silent salesman. In all the stores "El Producto" Coronas are displayed on top of show cases.

Norman Payette, the "La Preferencia" cigar knight of the grip is giving the city the once-over, and the Woodward Avenue dealers are getting his undivided attention.

Butt—It Stumped Him

A clerk in a Detroit cigar store has acquired a reputation for his discrimination in helping women select cigars for their husbands and sweethearts, but the woman who brought in a cigar butt for him to match, had him euchred. She asked him if he could match it for her, as though it might have been a piece of ribbon. She said she wanted to get some more cigars for her husband like those he had at home, but she knew that if she took a whole cigar, hubby would catch on, and the whole surprise which she was planning for him would be spoiled.

Fred Cooper, formerly manager of the Pontchartrain Hotel cigar department, who now owns and operates the cigar stand at the Normandie Hotel, says "business is fine" with him. Fred carries all the popular brands, including "Na Bocklish," "Admiration," "La Palina," "Webster," Garcia Grande," "El Producto," and the fifty-seven other varieties. Fred is looking forward to a nice holiday trade and says by strict attention to business, he is going to get it. That's the spirit, Fred.

Your correspondent, while strolling up Woodward Avenue, the other day, chanced to meet Louis Norman with "JUDGE GAINEY" and Henry Mazier with "MISS DETROIT," they were looking at Bill Thornton, and his "HARVESTER" after Harry Bump, with the "DUTCH MASTERS," who had tried to see Al Webb with "ROBT. EMMET," and Fred Child, with "ROBT. BURNS," about Charles Becker being "BOLD" with "TOPICS," Chauncy Damon exclaimed "MI LOLA" there is Sam Gilbert with Daniel "WEBSTER," when Doc Watkins arrived with his "HORSE HEADS," Joe Marcero had the "ADMIRATION" of them all.

MIKE OF DETROIT.

JOHN THATCHER ON FLYING TRIP

John B. Thatcher, secretary of the American Box Supply Company, recently paid a flying visit to New York and Philadelphia. While in Philadelphia he called on numerous customers in company with J. Reynolds Brady, Pennsylvania representative of the American Box Supply Company.

Mr. Thatcher states that their recent two-page advertisement announcing the appointment of the American Box Supply Company as exclusive selling agents to the cigar trade for the Hecking Can Company, of Cincinnati, O., has been very favorably received and has resulted in many inquiries.

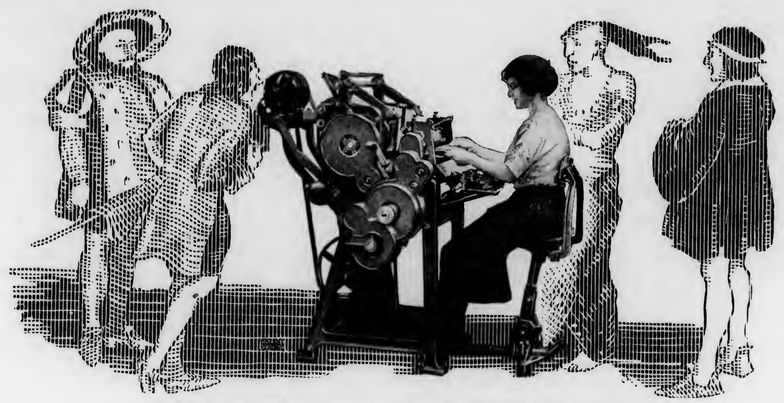
LIGGETT & MYERS OFFER NEW PACKINGS

Of interest to the trade is the announcement of Liggett & Myers of the new packings of "Chesterfield," "Piedmont" and "Fatima" cigarettes.

Cartons are made up of five packs of "Chesterfield" or "Piedmont," or four packs of "Fatima," all 20's, to retail at $1 per carton.

Needless to say these cartons have a unique appeal at the holiday season, and every dealer should be prepared to take advantage of this opportunity to increase his holiday business.

UNIVERSAL HISTORY OF TOBACCO



The original Indian who discovered Tobacco, together with Columbus and Sir Walter Raleigh, would view with amazement the present status of tobacco in the daily life of the world, and wonder at the workings of the Universal Tobacco Labor and Stock Saving Machinery and Devices which are an important factor in the production of millions of Cigars each year.

What Cigar Manufacturers Know

PROFITS in cigar making come from cost reduction just as much as from increased sales. Cigar manufacturers, knowing that the stems of filler tobacco can be crushed in the leaf by the Model F Universal Tobacco Stem Crushing and Booking Machine, and used in making cigars, have already reduced their filler tobacco costs from 15% to 25%.

Stem-crushed (not corrugated) filler leaf is worked just as easily by the cigar maker, as "stripped" tobacco. The finished cigars, made of "stem-crushed filler" burn as freely, taste as well, smell as fragrantly and, in fact, are identical, by every smoking test, to "stripped filler" cigars. There is no difference in the finished product: the only difference is in the increased profit to the manufacturer.

Full Information on Request. Write Now.

UNIVERSAL TOBACCO MACHINE COMPANY
116 West 32nd Street, New York, U. S. A.
Factory: Newark, N. J., U. S. A.
UNIVERSAL TOBACCO MACHINE COMPANY OF CANADA, LTD.
108 St. Nicholas Building, Montreal, Canada

(Patented)
The Model C 3 Wrapper Register

The Model C 3 Universal Cigar Wrapper Register counts and registers one, two and three-cut wrappers in pads of fifty cuts.

Business Building

By a trained Business Man and Advertiser
Written especially for
THE TOBACCO WORLD
by A.E.P.

All rights reserved

CUT this out, paste it in the centre of a piece of nice cardboard and put it on your show case where every one will see it. It will make sales of Jimmie Pipes and good smoking tobacco.

Marshal Foch loves his pipe. He snatches at every opportunity to obtain its soothing effect. Before boarding the steamer for America he obtained twenty-five pounds of his favorite tobacco and made sure it was on the boat.

Soon after he was taken off the liner at New York and had exchanged official courtesies with the members of the reception committee he went inside the pilot house of the naval tug-boat, lighted his small briar pipe and seemed perfectly at home. He emptied it as he approached the Battery Park and put it back in his pocket.

Two hours later, when comfortably established in his special train for the run to Washington the pipe was out again. After dinner he followed the example of the others and smoked a cigar, but, this finished, the pipe again came into view, only to disappear when the train pulled into the Union Station at Washington. Again, at his hotel, the last thing he did before going to bed was to take a few more whiffs upon his soothing friend, the pipe.

IF you want to see trained selling efficiency go into some United Cigar Store and watch the clerks in action.

Observe closely and you will note that they are indeed well trained. They are prompt, courteous, polite. But they do not slop over. They are never fresh and they never become unduly familiar.

They do not force things on a customer, but if he gives them the slightest opportunity they call his attention to something new in the line, or to a class of goods which they tell him they feel he might be interested in.

These clerks are not only trained when they enter the ranks of the corporation, but they are continued in training by the little magazine, *The United Shield*, which is sent to every salesman. This magazine is filled with selling suggestions and explains to salesmen not only what to sell, but how to sell it.

It explains the merits of the goods and instructs how to tell these merits in an interesting manner. It builds up in the salesman's mind an appreciation of the article he is selling, and he, knowing its merits, and having respect for it, can cause others to feel a respect for the goods and to buy them.

Training tells in everything.

I BELIEVE in luck. I shout my belief, and I intend to stand by it till the cows come home for the long, long day. I intend to stick by it, and shout back "You're another" to the thousands and thousands who seek to laugh me to scorn and who shout to the high heavens a million times a day that there is "no such thing as luck."

Yes, sir! There is such a thing as luck—and there are lucky cigar dealers—oodles and oodles of them. Their business is growing, their customers increasing, their cash registers sweating, their bank accounts swelling, and they whistle all day long, "Oh, Aint This a Jolly, Jolly World?"

Let me whisper to you a secret. A great and wonderful secret. Come close. S-s-s-h! Keep quiet. I've got the secret of luck. And I'm going to convey it to you sub rosa, as my friend, the professor, is fond of saying.

Here it is. In two little words. In seven letters. Each letter worth a thousand dollars.

GET WISE!

That's it. Get business wise. And you'll be lucky.

Read the Business Building Department of the TOBACCO WORLD. Read with an eye for business pointers. Buy of other stores in your line and watch for pointers. Talk to salesmen and listen for pointers. Agitate that wonderful brain of yours and strain out the pointers.

Then use these pointers in your business. And you will be lucky. You will for a fact. I have said.

BEFORE me is an article by a business writer, giving advice to retail dealers. I am criticizing the same, for it gives negative advice, instead of positive advice. It tells what not to do instead of what to do.

We don't want to know what not to do, for we know that already. We want to know what to do, for in that path lies success.

Nevertheless I will hand the articles to you for perusal, thinking perhaps you may find a grain or two of wheat in them.

"The following methods are suggested for the benefit of any shopkeeper who wants to kill his shop as quickly as possible:

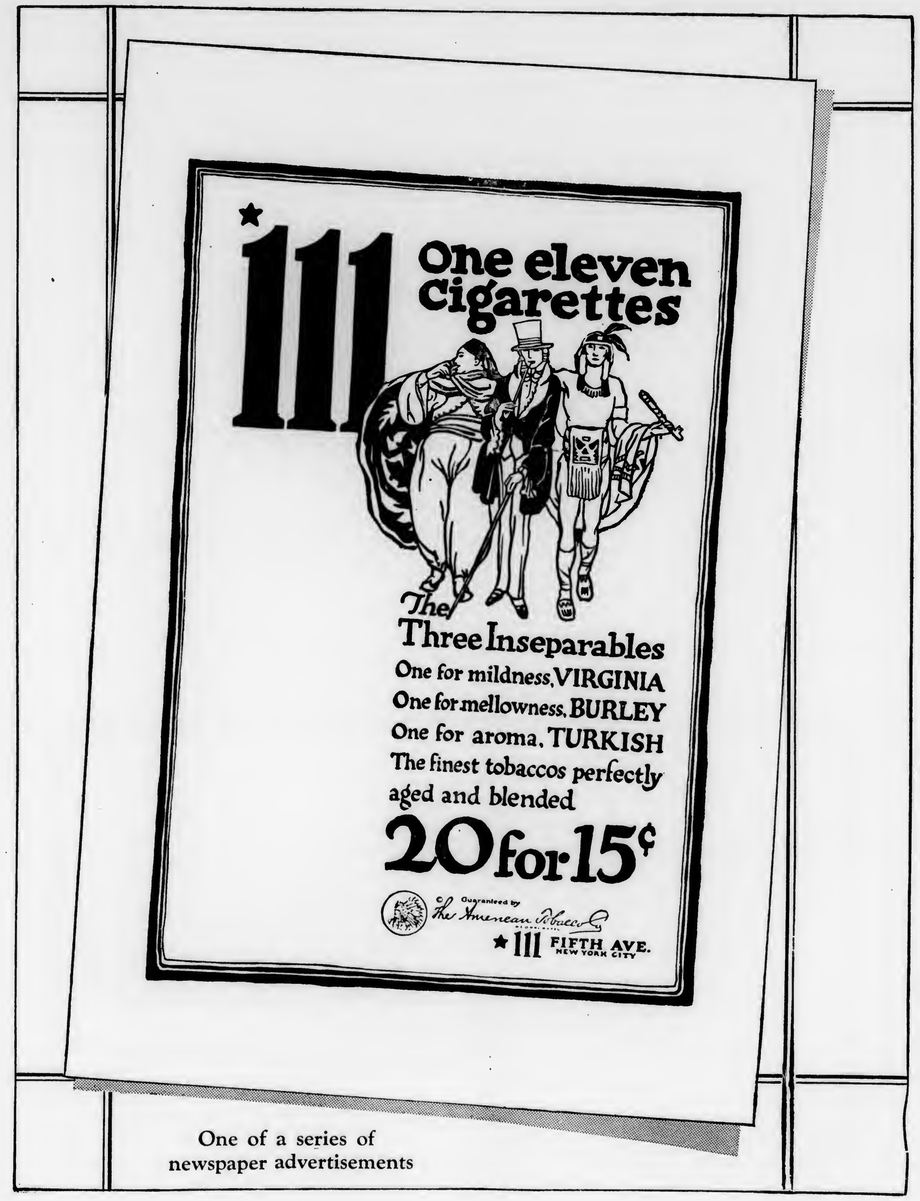
"1. Close it for an hour at noon.

"2. Wait on customers in your shirt sleeves.

"3. Always have a pipe in your mouth.

"4. Don't take any nonsense from customers. Let

(Continued on Page 18.)


111
One eleven Cigarettes
The Three Inseparables
One for mildness, VIRGINIA
One for mellowness, BURLEY
One for aroma, TURKISH
The finest tobaccos perfectly aged and blended
20 for 15¢
Guaranteed by The American Tobacco Co.
111 FIFTH AVE. NEW YORK CITY

One of a series of newspaper advertisements

Business Building

(Continued from Page 16.)

them know it is your shop, even if you haven't paid for the goods yet.

"5. Don't be friendly with other traders, for fear they'll give you bum advice.

"6. Use your windows for storage.

"7. Don't try to be popular. Be independent.

"8. Give credit to everybody, or people may think you need the money.

"9. Don't advertise. You can't wait on more than one customer at a time."

I WAS talking the other day to a young man who in a few short years has risen from the position of errand boy in a large retail notion house to sales manager of the establishment.

I expected to find a superman, whom nature had gifted with talents of mind and body, and who just naturally rose to the top, as cream does on milk. But when you studied him carefully you found him just an ordinary garden variety of man—the same as you and I. He wasn't talented. He wasn't gifted. He wasn't handsome, and he wasn't particularly bright.

"To what do you attribute your enviable success?" asked I with a diplomatic ring of the voice.

"I attribute it to the fact that I studied the art of selling," said he, "and I equally studied that subtle thing, called human nature."

I found there are a thousand things to be learned in the art of selling—mostly little things. Each so small and insignificant that most people are unwilling to learn them, but very important when you come to aggregate them. And I found that human nature, when carefully studied, is a fascinating thing to know. People can be influenced in many subtle ways.

"These two studies have enabled me to double the sales of my house, and promoted me to the position of manager."

G. H. MARTIN GETS THREE MORE STANDS

George H. Martin, head of the Martin Cigar Company, which operates twenty stores in Decatur, Ill,, Kansas City, Mo., and Des Moines, Ia., recently returned to his home from St. Louis, Mo., where he closed a deal for three more cigar stands.

While in St. Louis Mr. Martin secured the concession for the cigar stand in the lobby and the cigar stand in the grill on the top floor of the new Moline Hotel, and also for the cigar stand in the new theatre building. Both these structures are being erected by St. Louis capitalists.

This raises the total of stores in the Martin chain to twenty-three.

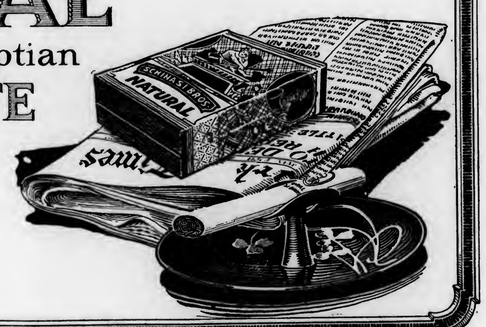
Sam Paley, Congress Cigar Company, recently left for Havana, Cuba, to acquire additional fine leaf for his famous "La Palina" cigar. Mr. Paley will return about December 1st.

SCHINASI BROS.

NATURAL

The *Original* Egyptian

CIGARETTE



ONE THING SURE!

Smokers are going to
keep on buying those
Cool, Free-Burning,
Hand-made, Long-filled

Manila Cigars

At Five Cents

Some smokers will want
Manila cigars that look
better and taste sweeter
at eight and ten cents

They Can't Be Beat

For The Money

LIST OF JOBBERS, IMPORTERS AND
MANUFACTURERS ON APPLICATION

MANILA AD AGENCY, (C. A. Bond, Mgr.)
15 William Street, New York

A. YANEZ Y Ca.
TAMPA, FLA.
Manufacturers of
"MISS TAMPA CIGARS"

Deliciously Irresistible

MILD HAVANA CIGARS
25 sizes to select from
10c. up

C. H. S.
SHANNA
DUKE of BELCOURT

are quality brands of the Tampa cigar factory that has always stood for the "Open Shop".

VAL M. ANTUONO
TAMPA, - - - FLA.

Tampa Letter

(Continued from Page 9)

to his native country, Spain, and appeared in the best of health. The deceased was the head of the Balbin Bros., Inc., cigar manufacturers located in West Tampa until a few years ago, when that concern was sold to the Tampa-Cuba Cigar Co. Mr. Balbin was held in great esteem by all who got in contact with him, and specially among the cigar manufacturing fraternity.

Another distinct loss to the community was the demise of Daniel Nelson Holway, one of the pioneer cigar box manufacturers, who died at his residence, 710½ Franklin Street, in the early morning of the 5th of this month. The deceased first came to Tampa in 1890, and was a member of the first firm Wood & Holway, to manufacture cigar boxes here. In 1901 the firm was dissolved, and he oganized the firm of D. N. Holway & Co., 2008 Frances Avenue, West Tampa, where they still exist making cigar boxes. He is survived by his brother, J. A. Holway; but one of the land marks of cigar box manufacturing has disappeared from our midst, and with him one kind gentleman of the old type.

At the regular meeting of the board of directors of the Cigar Manufacturers' Association last night, steps were taken to take up with the Southern Pacific Railroad Company the omission of cigars in their recent cut on westbound freight, which constitutes an injustice to the Tampa manufacturers, because of the long haul over their road from New Orleans to points on the Pacific coast.

At the same meeting notice was received from the American Lithographic Company, that the first shipment of the new identification labels will be here early next week. As soon as these labels are affixed on the boxes of cigars by all the members of the association, the public will know positively how to get the real Tampa cigars, just looking for the identification labels on the boxes, a facsimile of which will soon be published.

Today being Armistice Day, the factories are closed by common accord, in honor to the date on which the nations of the world came to their senses two years ago, and are now assembled at Washington endeavoring to stop forever the greatest scourge of humanity. May God guide their representatives to successful accomplishment.

VERITAS.

The Tobacco Salesmen's Association of New Jersey will hold its annual election of officers on November 18.

The Factory Council of the R. J. Reynolds Tobacco Company will hold its first annual banquet in the banquet hall of the new Robert E. Lee Hotel, Winston-Salem, N. C.

The Queens Wholesale Cigar Company, has recently been formed to serve the Rockaways and as much of Long Island as possible. The firm is located in Arverne. Among the well-known brands which they will handle are "El Producto" and "Mi Hogar."

CHICAGO JUDGE DOES NOT HOLD TRADE GROUPS AS TRUSTS

Chicago, Ill., November 4th.

THE Government's suit for dissolution of a trade association involving thirteen manufacturers of linseed oil was dismissed in Judge George A. Carpenter's Federal Court yesterday for want of equity.

The suit by the Government was to decide the question of whether trade associations may be formed for the purpose of exchanging price lists and was regarded as a precedent, the ruling on which would affect the standing of three thousand other such associations throughout the country. Suit was brought as a part of the Government's anti-trust prosecutions.

"Logic which assumed that because there is an opportunity to fix prices, therefore prices are fixed, is contrary to the genius and logic of our law," said the opinion of Judge Carpenter.

"Every man is presumed to be innocent until he is proved guilty. If the Armstrong Bureau is to be dissolved merely because it afforded the members an opportunity to fix pries, then this Court, with equal propriety, could be asked to dissolve any lunch club where business men meet. This theory hardly warrants discussion."

Judge Carpenter stated the question involved in this case was whether "there is anything inherently wrong in an agreement between producers in a certain line to furnish each other their prices and not to make any sale deviating from the price list without immediately notifying all the others."

Judge Carpenter also pointed out that business was no longer a "game," but that it is now so complex that business men must have more information than before. He said that this was no evidence that there was price fixing.

"Business is no longer a game but a matter of scientific calculation," the opinion said. "A merchant cannot compete with another merchant unless he knows what he has to compete against."

"The day is past when the business men of the community meet at noon in the village blacksmith shop or in the evening at the grocery and discuss prices."

"The Government cannot seriously contend," he concluded, "that it is the duty of every merchant to guard against his competitor finding out what he is charging. It would be an impossibility."

"Nor is it wrong for a merchant to find out what his rivals are charging. If he cannot get it directly and easily, he will necessarily get it indirectly and at a great expense and slowly."

R. E. DISNEY DEAD

R. E. Disney, assistant to S. P. Coe, manager of the cigar department of Acker, Merrall and Condit, died recently of pneumonia at his home at Rockville Center, L. I. He is survived by a widow and three children. He was forty-one years old.

CONNECTION DESIRED

A Manila company is seeking connections for the sale of its export products in this country. The company deals in Manila hemp ropes, Sinamay or Batavia cloth, Philippine hats and Manila cigars.

BERING REGRESO

CORRAL, WODISKA Y CA.
MANUFACTURES OF
CLEAR HAVANA CIGARS
TAMPA, FLA.

LA-DUSE JULIA MARLOWE

La Flor de Sanchez Y Haya
THE OLD RELIABLE BRAND OF
CLEAR HAVANA CIGARS
Ignacio Haya
THE ARISTOCRAT OF
THE HAVANA FAMILY

MANUFACTURED BY
SANCHEZ & HAYA CO.
FACTORY No. 1 TAMPA, FLORIDA

An Old Favorite In A New Package
"Havana Ribbon"

For 25 years "Havana Ribbon" has reigned supreme as a quality smoke. Its mild, mellow quality and seductive aroma will just suit your trade. In the snappiest packages on the market.

BAYUK BROS., INC.
Originators of the
BAYUK INIMITABLE BLEND and
BAYUK INCOMPARABLE BRANDS
Philadelphia

ARTABAN

MILD HAVANA CIGARS

MADE IN EIGHT SIZES
FOR PERSONS OF GOOD TASTE
BY

TAMPA TOKEN CIGAR COMPANY
FACTORY and OFFICE
2308 15th Street, - TAMPA, FLA

LA DEMOCRACIA *LA AMO*

A. AMO & CO.
MANUFACTURERS OF
CLEAR HAVANA CIGARS
TAMPA, FLA.

LA GRAN VIA *EL LIBERAL*

FACTORY and OFFICE: 1601 FIFTH AVENUE
P. O. BOX 501 YBOR CITY STATION

MURAD
Turkish Cigarettes
ARE MADE ESPECIALLY FOR THE DISCRIMINATING AND EXPERIENCED SMOKER OF HIGH GRADE TURKISH CIGARETTES
The blending (secret) is Mr.
THIS PACKAGE GUARANTEED

MURAD
THE TURKISH CIGARETTE

Every day MURADS are held higher in the estimation of the men who smoke them.

They are the standard of Taste.

They never disappoint—never fail—never change—

They are 100% pure Turkish tobacco—of the finest varieties grown.

Men are proud to smoke them in any company—on any occasion.

They are the largest selling high-grade cigarette in the world.

The cigarette smokers of America DO prefer Quality to Quantity.

"Judge for Yourself—!"

20¢

Makers of the Highest Grade Turkish and Egyptian Cigarettes in the World

The Store Kid

(Continued from Page 10)

ord of every bizness he does in our store, a reckord thats printed in the masheen. And Ile say Jim thats a pretty good skeem and it saves a lot of trubbel.

And that aint all our sistem yet. The boss has got sum sistem on the bills he gets for ennything that cums in and just as soon as heez okd. a bill Sally puts it rite where it belongs and the boss can get it in a minnit—in less than a minnit. In about a seckond I gess. A man cum in yesterdy and wanted to kno about 1 thing that was on his bill and it was sumthing the boss had to look up. You see a bill aint a hole letter and sumtimes it woodent tell all there is to tell. Well ennyway the boss reeched in that sistem of his and pulld out the bill that told what the stuf was and he told that man what he wanted to kno before he cood say jack robbinson. He cum rite back at the man so qwick he was almost scairt and says, "Say you got sum sistem aint you?" And the boss sed, "You tell em I got a sistem. Weer up to date heer all rite."

Thats the way to be a good bizness man Jim. You better hav your boss get him one of those sistems so youll be up to date and then sum.

Your sistemattick frend
BILL.

SPECIAL OFFER ON CIGARETTES

W. Duke Sons & Co., branch of Liggett & Myers Tobacco Company, are making the following special offer on cigarettes shipped from jobbers' stocks to retail dealers. The offer is as follows:

"For a limited time and until further advised, we shall be pleased to have you include as free goods, with each one thousand of our brands of cigarettes, one brand or assorted, shipped from your stock at one time to one retail dealer, three packages Piedmont cigarettes 10s.

"This offer applies only to your shipments made to *bona fide* retail dealers.

"This offer is for retail dealers only, and it does not apply on goods purchased by you for your jobbing stocks, on your sales made to sub-jobbers, or on shipments made to retail departments of our direct customers.

"All shipments must be reported to us within ten days after date of sale, on blanks which we are sending to you. Credit memorandum to cover the value of free goods will be mailed to you as soon as your reports are audited. Additional blanks will be sent you on request.

"All orders subject to acceptance by us and to prices ruling on date of shipment.

"No employe of this company has authority to change this, or any other circular, or any price list or letter of this company."

This offer applies in the States of Alabama, Connecticut, Delaware, District of Columbia, Florida, Georgia, Louisiana, Maine, Maryland, Massachusetts, Mississippi, New Hampshire, New Jersey, New York, North Carolina, Pennsylvania, Rhode Island, South Carolina, Tennessee, Vermont and Virginia.

Schwarz and Son, of Newark, N. J., have recently become the distributors for the "La Palina" brand in northern New Jersey.

September Cigar Production

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of September, 1921:

Products.	*September* 1920.	*September* 1921.
Cigars (large)—		
Class A .....No.	145,712,535	201,073,775
Class B .....No.	206,225,327	168,818,445
Class C .....No.	307,327,247	231,023,592
Class D .....No.	13,058,542	11,100,720
Class E .....No.	6,316,465	2,411,297
Total	678,640,116	614,427,829
Cigars (small) .....No.	50,175,580	55,799,900
Cigarettes (large) .....No.	4,273,404	3,894,669
Cigarettes (small) ....No.	3,557,482,503	4,791,397,910
Snuff, manufactured ..Lbs.	3,131,287	3,313,811
Tobacco, manufactured Lbs.	32,118,950	31,488,809
Playing cards .....Packs	3,346,928	2,076,887

NOTE:—The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in inclosed supplemental statement.

SUPPLEMENTAL STATEMENT.

Tax-paid products from Porto Rico for the month of September:

Products.	*September* 1920.	*September* 1921.
Cigars (large)—		
Class A .....No.	7,749,175	5,236,070
Class B .....No.	159,200	647,000
Class C .....No.	16,217,690	5,380,900
Class D .....No.	1,002,050	253,550
Class E .....No.	200,000	
Total	25,328,115	11,517,520
Cigars (small) .....No.	960,000	1,000,000
Cigarettes (small) ....No.		60,000

Tax-paid products from the Philippine Islands for the month of September.

Products.	*September* 1920.	*September* 1921.
Cigars (large)—		
Class A .....No.	18,193,160	6,158,215
Class B .....No.	11,723,747	964,470
Class C .....No.	6,204,228	82,078
Class D .....No.	57,550	1,000
Class E .....No.		250
Total	36,178,685	7,206,013
Cigars (small) .....No.	6,000	
Cigarettes (small) ....No.	165,050	2,810
Tobacco, manufactured Lbs.		169

JOHN J. DOLAN DEAD

Death recently claimed John J. Dolan, one of the most widely known cigar merchants of Chicago, Ill. Mr. Dolan was sixty years old. For more than forty years he had maintained a cigar store at the corner of Washington and Dearborn Streets.

F. LOZANO, SON & CO.
HAVANA CIGARS

TRADE MARK

F. LOZANO
FLOR DE NARVEZ
VICLO

WALLS COURT
EL LESSERO
CALATRAVA

REG. U. S. PAT. OFF.

FACTORY & MAIN OFFICE, TAMPA, FLA.
NEW YORK OFFICE, 437 FIFTH AVE., N. Y.

TEIJEIRO & GARCIA
MANUFACTURERS OF THE
R. & T.
CLEAR HAVANA CIGARS
AND IMPORTERS OF LEAF TOBACCO

FACTORY
2512 15th Street
TAMPA, FLA.

OFFICE
49 Walker Street
NEW YOPK

Two National Favorites
HYGIENICALLY-MADE

WAITT & BOND BLACKSTONE
Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND TOTEM
Imported Sumatra Wrapper
Long Filler

WAITT & BOND, Inc.
NEWARK NEW JERSEY

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
General Office and Factory, TAMPA, FLA.
Eastern Office
222 Pearl St.
New York
Warehouse
Havana
Cuba

SAN FELICE
FOR GENTLEMEN OF GOOD TASTE

The National Choice
For a Quarter of
a Century
NOW BANDED
The Diesel-Wemmer Co.
MAKERS
Lima :-: Ohio

HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
122 Second Avenue New York City

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

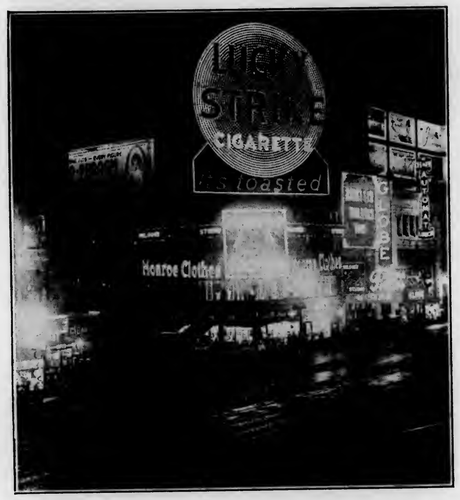
"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Danville, Va.
DEPT. A

The "Lucky Strike" Sign

THE first and all-important requirement for a successful electric sign is *attention-value*. You have all the advantages of color and motion, and it is up to the advertiser to make his electric sign compel the attention of the passerby.

In the Times Square section of Broadway, New York, thousands of people walk up and down every night for only one purpose in the world, and that is to study and enjoy the electric signs. These people come from all parts of the United States, and from many foreign countries. The impressions made by these electric signs are almost indelible. They are the things that these people talk about when they go back to the home town.

For quite a number of years now people all over the United States have been talking about the Wrigley electric sign. They regarded it as one of the advertising wonders of the age, and justly so.



A new electric sign has appeared on Broadway, and it is worth close study, because in this sign the O. J. Gude Company has brought the factor of *attention-value* to a very high point indeed.

This new electric marvel advertising "Lucky Strike" Cigarettes is situated at the northwest corner of Forty-sixth Street and Broadway. It has an operating effect of circles that flash from the centre. The colors are so arranged that a very peculiar and fascinating effect is produced. A person watching this sign is almost hypnotized, because every few minutes it appears that some one had dropped a stone in the middle of a mill pond, the circles starting at the centre until they reach the outer circumference.

Then the electric flashing apparatus is so arranged that "Lucky Strike Cigarettes" and "It's Toasted" flash out in variegated colors at just the right moment to impress your mind.

At different intervals the words "Lucky Strike" appear in green, red, blue and white. "It's Toasted" always appears in red.

Perhaps a few statistics about this sign might be of interest. If we took these circles of 10-watt lamps, and placed them in a straight line, they would cover one-half mile, and the soldering would stretch for two miles. The sign is 45 by 50 feet in size. Six thousand and eighteen lamps are used, and the words "Lucky Strike," are nine feet high. It is estimated that over 700,000 people pass this sign in a day's time.

The night photograph shows how the new "Lucky Strike" sign looks at night, but this advertisement has been so constructed that it is just as readable by daylight, and thus the sign has a most unusual twenty-four hour advertising value.

It is very interesting to stop on Broadway where this sign can be plainly seen, and listen to the comments of strangers who are seeing it for the first time.

The ever-expanding circles of light excite great interest and curiosity, and you will hear many expressions of amazement that such an effect can be produced by machinery and electricity.

Altogether, the new "Lucky Strike" sign represents just about the last word in this form of advertising, and we suggest to our readers that if they go to New York in the near future, it would be distinctly worth their while to pay a special visit to Broadway and Forty-sixth Street, just to see this remarkable piece of publicity.

SALESMEN'S ASSOCIATION ELECTS

At the election of officers held by the Tobacco Salesmen's Association of America, Inc., on November 11th, the following were chosen:

President, Albert Freeman; First Vice-President, Joseph Freeman; Second Vice-President, A. J. Silett; Treasurer, Louis A. Lassett; Financial Secretary, Leo Rieders; Recording Secretary, Sam Albert; Board of Directors, Sidney J. Freeman, Leo M. Lehman, Herman Goldwater, Jesse G. Powell, William M. Sam.

The delegates to the Tobacco Merchants' Association are Sidney J. Freeman and Jonas J. Ollendorff. The Alternates are Joseph D. Gans and Fred J. Hillman.

The delgates chosen to the National Board of Tobacco Salesmen's Association of America are: Jonas J. Ollendorff, William M. Sam, Sidney J. Freeman, Leo M. Lehman, Leo Rieders. The Alternates are: Sam S. Scharfstein, Jack Eckstein, Bert Berl, David Sanders and Morris Bayles.

The delegates chosen to the National Council of Traveling Salesmen's Associations, Inc., are: Jonas J. Ollendorff, Joseph D. Gans, Joseph Bowker, Jack Eckstein. The Alternates are: Abe J. Silett, Louis Sherrick, Charles Karnow and Meyer Kalfon.

DEAL FOR PURCHASE OF "SCHULTE" OFF

The much discussed merger of the "United" and "Schulte" retail cigar store chains whereby the latter would be acquired by the United Retail Stores Company, will not be consummated, according to an announcement by D. A. Schulte.

A BOON to the BUYER
OF PORTO RICAN TOBACCO
GOVERNMENT
GUARANTEE STAMPS
SHOW AT A GLANCE WHETHER IT IS GENUINE PORTO RICAN TOBACCO, A MIXTURE OF DOMESTIC WITH FOREIGN TOBACCO OR TOBACCO SHIPPED INTO THE ISLAND AND THEN RESHIPPED TO U. S.
BOXES OF CIGARS
MUST DISPLAY A STAMP
STATING WHETHER THE CIGARS ARE MANUFACTURED OF PURE PORTO RICAN TOBACCO, A MIXTURE OF DOMESTIC AND FOREIGN TOBACCO OR ENTIRELY OF TOBACCO GROWN ELSEWHERE
THIS BENEFITS the CONSUMER

GOVERNMENT OF PORTO RICO
GOBIERNO DE PUERTO RICO
DEPARTMENT OF FINANCE
DEPARTAMENTO DE HACIENDA
GUARANTEE STAMP
ESTAMPA DE GARANTIA
THIS STAMP GUARANTEES THAT THE TOBACCO CONTAINED
ESTA ESTAMPA GARANTIZA QUE EL TABACO CONTENIDO
IN THIS PACKAGE IS OF GENUINE PORTO RICAN GROWTH.
EN ESTE ENVASE ES GENUINAMENTE DE PUERTO RICO.

LOOK FOR THE STAMPS
THERE ARE 3 EACH
FOR TOBACCO AND CIGARS
TOBACCO:
WHITE—Genuine Porto Rican Growth.
BLUE—Mixture of Tobacco grown in P. R. and other countries.
PINK—Tobacco of Foreign Growth.
CIGARS:
WHITE—Manufactured in P. R. with tobacco produced in P. R.
BLUE—Manufactured in P. R with Porto Rican and other Tobacco.
PINK—Manufactured in P. R. with tobacco not a product of P. R.
For Information write or call
GOVERNMENT OF PORTO RICO
TOBACCO GUARANTEE AGENCY
J. F. VAZQUEZ, Agent
126 Maiden Lane New York City
Telephone John, 1379

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.
Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

LA FRESGURA:—42,315. For cigars. October 26, 1921. Hugo Duisberg, Phila., Pa. The trade-mark, though apparently not heretofore registered by any of our affiliated bureaus, is claimed to have been used by Charles M. Gudknecht, Phila., Pa., for over fifteen years, and title thereto is claimed to have been acquired by the within-named registrant by a transfer.

SAMUEL WOODFILL (THE WORLD WAR'S GREATEST HERO):—42,319. For all tobacco products. November 3, 1921. American Litho. Co., New York City.

A-STAR-ONE:—42,303. For cigars. September 19, 1921. Levi S. Levor, Attica, Ind.

YO-EDDIE CLUB CIGAR:—42,304. For cigars. October 5, 1921. Julius Turnauer, Bethlehem, Pa.

N. D. PRINCE:—42,305. For cigars. October 26, 1921. N. D. Prince, Trenton, N. J.

EARL MASTER:—42,306. For cigars. October 22, 1921. Earl Master, Chicago, Ill.

PETER GOEBEL:—42,307. For cigars. October 22, 1921. The Cavalla Tobacco Co., Milwaukee, Wis. The trade-mark, though apparently not heretofore registered by any of our affiliated bureaus, is claimed to have been used by Peter Goebel, and title thereto is claimed to have been acquired by the within-named registrant through mesne transfers.

GOOZAL:—42,308. For cigarettes. October 25, 1921. H. Keshishian, Brooklyn, N. Y.

ROSE OF ORIENT:—42,309. For cigarettes. October 21, 1921, Rosedor Cigarette Co., New York City.

FLOR DE BENDICKER:—42,310. For cigars. October 22, 1921. Leo Hirsch, New York City.

B. W. RAYMOND:—42,311. For all tobacco products October 28, 1921. The Moehle Litho. Co., Brooklyn, N. Y.

MAXMAR:—42,312. For cigars. September 21, 1921. Max Marker, Camden, N. J.

TRANSFERS

LA MODE:—5550 (U. S. Tobacco Journal). For cigars. Registered February 4, 1886, by Kohn Bros. & Co., New York City. By various transfers acquired by Consolidated Cigar Corp., New York City, and re-transferred to American Box Supply Co., Detroit, Mich., July 1, 1920.

CASABEL:—34,183 (U. S. Tobacco Journal). For cigars, cigarettes, cheroots and tobacco. Registered April 14, 1908, by American Litho. Co., New York City Transferred to Harry Friedman, Bethlehem, Pa., and re-transferred to H. M. Zeldenrust Co., Bethlehem, Pa., August 19, 1921

DON RIO:—18,862 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered March 8, 1898, by Witsch & Schmitt, New York City. Transferred to T. J. Dunn & Co., Phila., Pa., and re-transferred to American Box Supply Co., Detroit, Mich., July 1, 1920.

DECREE:—29,632 (Tobacco Leaf), and **30,261** (Tobacco Journal). For cigars, cigarettes, cheroots and tobacco. Registered May 15, 1905, by American Litho. Co., New York City, and **12,730** (Patent Office). For cigars. Registered March 27, 1906, by H. Sommer Co., Quakertown, Pa. The American Litho. Co.'s registrations were re-transferred to the H. Sommer Co., Quakertown, Pa., and re-transferred to American Box Supply Co., Detroit, Mich., May 12, 1920.

LEAF MAN TO BECOME CIGAR MANUFACTURER

A. C. Fiedman, 263 South Wayne Street, Dayton, O., is about to go into the cigar manufacturing business. Mr. Friedman was formerly in the leaf tobacco business and has a wide acquaintanceship.

SERVICE SYSTEM FOR BANDING MACHINE

In order to give their customers the utmost in service the International Banding Machine Co., on October 1st established a free service throughout the United States whereby every Steiner Cigar Banding Machine in operation will be inspected by their expert mechanics four times a year without charge to the customer.

It is the desire of the International Banding Machine Co. that every user of their banding machines gets maximum production in every factory. This free service will enable them to keep their machines in use and functioning properly. "Every patron a satisfied user," is a fundamental principle of the International Banding Machine Co.

RECEIVERS FOR TOURAINE COMPANY

On October 25th the Superior Court sitting at Boston, Massachusetts, appointed receivers for the Touraine Co., widely known confectionery manufacturers. Their chocolate almond bars had a large sale in the retail cigar stores of the country. The action was taken in friendly proceedings on petition of the Duane Company, of Maine, with claims of $118,055. The petition stated that the company owed others an aggregate of $1,467,000.

TOBACCO PRODUCTS IN NEW HOME

The Tobacco Products Corporation has recently removed from the United States Rubber Building to the Fisk Building, at 1767 Broadway, New York. Their new offices are on the ninth floor.

YOUR BEST SALESMAN IS
A FINE CIGAR LABEL
WE PRODUCE ONLY THE *FINEST*
GOLD LEAF and BRONZE Work
Be sure and see *our* samples before placing your order.
Write or phone today so you will have them on your desk.
H. J. FLEISCHAUER
70-72 N. FOURTH ST., PHILADELPHIA, PA.
BELL PHONE, MARKET 3792

The Tobacco World
Established 1831
VOLUME 41 NOVEMBER 15, 1921 No. 22
TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary
Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.
Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.
PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37TH STREET
BROOKLYN, N.Y.
HIGH GRADE CIGAR LABELS AND BANDS
170 WEST RANDOLPH ST., CHICAGO, ILL.
723 BRYANT STREET, SAN FRANCISCO, CAL.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L MANAGER
PASBACH - VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Gratiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

American Bands & American Labels
for AMERICAN CIGARS
Our Special Process and fifty years of experience are reasons why we produce Cigar Bands and Cigar Labels of recognized superior quality and character.
High grade Bands and Labels *do* increase sales of Cigars.
For the *BEST*, write us.
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
SINCE 1870

GEO. SCHLEGEL
22nd St. and Second Ave., NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET.
LOUIS G. CAVA, Mgr.

SHADEGROWN

Connecticut, Florida

and

Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

131-133 Water St., New York City

VOLUME 41 NO. 23

The TOBACCO WORLD

DECEMBER 1, 1921

Five Points Which Should Appeal to Every Cigar Manufacturer

No. 1

THE WOLVERINE BUNCH BREAKER saves 35% to 40% of the binders. Where in hand work more than one binder is usually used, this machine requires but one. It is a strictly SINGLE BINDER MACHINE even on the most tender leaf.

No. 2

By actual performance it has been shown that production with the aid of these machines has increased 40%. And the same quality of workmanship has always been maintained. There is no limit to its production capacity.

WOLVERINE BUNCH BREAKER

No specially designed bunch breaker's table required; Simply screws down to any table

No. 3

The simplicity of operation makes it easy for inexperienced girls to operate them. When once adjusted it automatically warns the operator of the use of too much or too little filler. This eliminates "choakers" and too loosely rolled bunches. It always makes a uniform spongy free-drawing bunch. No twisted fillers.

No. 4

Makes any style or shaped cigar. For PERFECTO shapes a specially designed roller is furnished. Open or closed head work obtained with perfect satisfaction.

No. 5

OUR THIRTY DAYS' TRIAL enables you to prove for yourself all of the foregoing features. Shipped to you by prepaid express or parcels post without a cent of cost to you. No obligation on your part except to try it.

WRITE FOR ONE TODAY

PULTE-KORRECK MACHINE CO.

Manufacturers of

Wolverine Bunch Breakers and Wolverine Cigar Packers for Boxes and Round Tins.

GRAND RAPIDS MICHIGAN

The things us men folks like to get —

It ain't the biggest things that puts most comfort
in yo' soul,
An' it ain't the weight of money-bags that makes
this old world roll.
I'd give a heap more value to a word
kind-spoke an' fair,
Than to all the gold an' glitter of a crown
I couldn't wear.

An' when Christmas time comes 'round again
with all its joy an' cheer,
The things us menfolks like to get the most
ain't always dear—
For their cost don't make much diff'rence,
'cause you measure love an' thought
In a gift, not by its price tag, but the pleasure
that it brought.

Velvet Joe.

Aged in the wood (two years) pipe tobacco. You know what that means —
Mild and Mellow

© 1921 LIGGETT & MYERS TOBACCO CO.

CHANCELLOR
Cigar

For years distinguished by its excellence
The Acknowledged Leader
Among Mild Sumatra-wrapped Havana Cigars

SAN MARTIN & LEON COMPANY
TAMPA, FLORIDA
Manufacturers of
HIGH-GRADE MILD HAVANA CIGARS
Under their Brands:
"SAN MARTIN y LEON"
"HOYO DE CUBA"
and
"EL BRICHE"

TOPIC
HAVANA CIGARS
10c. Straight, 13c., 2 for 25c
15c. Straight

The first choice among business men and after-dinner smokers, has met with wonderful success wherever placed : : :

Bobrow Brothers
Manufacturers
Philadelphia, Penna.
Makers of the famous "BOLD" cigar

LA PREFERENCIA. CIGAR
A SUCCESS BASED ON PERMANENT QUALITY

STICK TO Cinco - IT'S SAFE

OTTO EISENLOHR & BROS. INC.
PHILADELPHIA —— EST. 1850

TOBACCO MERCHANTS' ASSOCIATION OF UNITED STATES

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New York Offices, 5 Beekman Street

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JOSEPH MONDAY ..... Vice-President
ARTHUR WERNER, 51 Chambers St., New York City ..... Secretary and Treasurer

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

MACHINERY WANTED

WANTED—LIBERMAN SUCTION ROLLING MACHINES, Straight Bunchmaking Machines and Universal Stripping Machines. Address P. O. Box 176, Kingston, N. Y.

CIGARS WANTED

LARGE DISTRIBUTOR DESIRES LARGE QUANTITIES of cigars as "jobs" from manufacturers of either advertised or unadvertised brands. Address Box No. 435, care of "Tobacco World."

A CIGAR MANUFACTURER OF FINE AND CHEAPER grades of cigars would like to negotiate with a first class and aggressive salesman who can take on a new line of high grade cigars on a commission basis. Address Box 430, care of "Tobacco World."

PRIVATE BRAND ACCOUNTS WANTED

PRIVATE BRANDS—From the very best to the cheapest grades. A few more accounts desired, large or small. Careful selection of tobacco, excellent workmanship. Close prices, reliable manufacturer. Address Box 2162, Tampa, Fla.

FOR SALE

WHEN YOU NEED CIGAR MOISTENERS, LID HOLDERS, Price Tickets, Card Holders, Display Stands, etc., write W. C. Roy & Co., 204 East Lemon Street, Lancaster, Pa.

100 BARRELS CONNECTICUT BOOKED AND STRIPPED and Booked Fillers. Very reasonable price. Max Rosenfeld, 220 State Street, Hartford, Conn.

TINFOIL FOR SALE—2000 pounds of Star pattern tinfoil for a 5¼-inch cigar. A low price to interested party taking all of it. Address Box 434, care of "Tobacco World."

FOR SALE—STRIPPED AND UNSTRIPPED HAVANA TOBACCO of various types—also some wrappers, at attractive prices. Samples available. Y. Fendas & Alvarez, 4 White Street, New York City.

The Tobacco World

Established 1881

VOLUME 41 DECEMBER 1, 1921 No. 23

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

ALL TOBACCO FROM PORTO RICO

EITHER IN LEAF OR CIGARS

MUST NOW SHOW ITS EXACT ORIGIN

BY DISPLAYING

GOVERNMENT GUARANTEE STAMPS

½¢
GOVERNMENT · OF · PORTO · RICO
GOBIERNO · DE · PUERTO · RICO
DEPARTMENT · OF · FINANCE
DEPARTAMENTO · DE · HACIENDA
GUARANTEE · STAMP
ESTAMPA · DE · GARANTIA
CIGARS · MANUFACTURED · IN · PORTO · RICO
CIGARROS · MANUFACTURADOS · EN · PUERTO · RICO
WITH · TOBACCO · PRODUCED · IN · PORTO · RICO
CON · TABACO · PRODUCIDO · EN · PUERTO · RICO
MEDIO · CENTAVO
HALF OF ONE CENT

CIGARS:

WHITE—Manufactured in P. R. with tobacco produced in P. R.
BLUE—Manufactured in P. R with Porto Rican and other Tobacco
PINK—Manufactured in P. R. with tobacco not a product of P. R.

TOBACCO:

WHITE—Genuine Porto Rican Growth.
BLUE—Mixture of Tobacco grown in P. R. and other countries.
PINK—Tobacco of Foreign Growth.

½¢
GOVERNMENT · OF · PORTO · RICO
GOBIERNO · DE · PUERTO · RICO
DEPARTMENT · OF · FINANCE
DEPARTAMENTO · DE · HACIENDA
GUARANTEE · STAMP
ESTAMPA · DE · GARANTIA
CIGARS · MANUFACTURED · IN · PORTO · RICO
CIGARROS · MANUFACTURADOS · EN · PUERTO · RICO
WITH · PORTO · RICAN · AND · OTHER · TOBACCOS
CON · PURO · RICO · Y · OTROS · TABACOS
MEDIO · CENTAVO
HALF OF ONE CENT

WRITE OR CALL FOR INFORMATION ABOUT GUARANTEE STAMPS

GOVERNMENT OF PORTO RICO TOBACCO GUARANTEE AGENCY

126 Maiden Lane — J. F. VAZQUEZ, Agent — New York City

Tel. John 1379. Cable Address: GARANTOBA

EL ROI-TAN

PERFECT CIGARS

SOLD EVERYWHERE — GOOD ANYWHERE

ROBERT EMMET CIGARS

20,000,000 ROBERT EMMETS will be needed this year to fill the demand created by their superior quality

Blended by the Master Blender, Charles J. Spietz

BREVAS SIZE

10c

MANUFACTURED BY

SPIETZ CIGAR COMPANY

Harper & Seneca Streets Detroit, Mich.

Two National Favorites

HYGIENICALLY-MADE

WAITT & BOND **BLACKSTONE**

Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND **TOTEM**

Imported Sumatra Wrapper
Long Filler

WAITT & BOND, Inc.

NEWARK NEW JERSEY

THE LONG AND SHORT OF IT

is, that eventually you will realize we manufacture the best cigar boxes and that the best cigar boxes are none too good for the cigars you manufacture.

MONROE JARRETT SONS
MANUFACTURERS OF
CIGAR BOXES

S.W. COR. RANDOLPH & JEFFERSON STREETS
PHILADELPHIA, PA.

LA MEGA
Clear Havana Cigar
MADE-IN-BOND

LA MEGA is made only in the finer grades.
More than 50 shapes and sizes to select from.
Prices and terms cheerfully furnished upon application.

V. GUERRA, DIAZ & CO.
TAMPA, FLA.

Volume 41

THE TOBACCO WORLD

Number 23

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, DECEMBER 1, 1921 Foreign $3.50

EDITORIAL COMMENT

CLEAN Shelves by 1922," says G. A. Nichols, writing in *Printers' Ink*, "is an advertising war cry that can bring back the country's business." Mr. Nichols believes that the retail store is acting as business dam because their shelves are clogged to a greater or less extent with merchandise bought at higher prices and on which they stubbornly refuse to take a loss.

"If the small retailer could be induced to take his loss now," says Mr. Nichols, "and to work along to a point where he could start his 1922 merchandising activities with practically clean shelves the entire business problem of the country would be solved."

While there may be some difference of opinion as to this being a complete answer to the present business problem, there can be no question but what a general housecleaning of the "Sheif-Loungers" would help greatly at this time.

If merchandise on your shelves is not moving today at the prices you are asking, the outlook is not very encouraging for moving them in 1922. Clean out your dead stock now and take your loss. Aside from keeping your capital tied up, you will probably have to take a greater loss in 1922 if you hold on.

This is a buying season when the consumer is receptive to bargains and it is therefore an opportune time to make every effort to start 1922 with only standard merchandise for which you have a call.

The manufacturer and jobber can well afford to get behind the slogan, "Clean Shelves by 1922," for the success of such a movement will mean better business for all and a quicker return to normal.

* * *

MUCH constructive work is being done at present by the Tobacco Merchants' Association. More than usual interest attaches itself to the recent bulletin and charts sent out by Secretary Dushkind relative to the trend of the cigar business.

In his now famous decision in the case of the Government's prosecution of the Armstrong Bureau, Judge Armstrong said, "It is because business is so much more complex, the volume so much greater, the margin of profit on single transactions so much less, that the merchants of today must have at instant command reliable and adequte information, immediately to be secured and more or less in permanent form. Business is no longer a game of chance, but a matter of scientific calculation."

Such data as charts and figures on the trend of the cigar business, particularly in times like the present, are indeed a business asset, and the work of the T. M. A. in presenting this information to the trade in such tangible form, is worthy of congratulation.

Through such work as this associations justify their existence and prove to their membership the definite value of organization work.

This recent bulletin and chart offer to the industry one more reason why every one intersted in the cigar and tobacco industry should be listed on the membership roll of the T. M. A.

* * *

ACCORDING to an English contemporary, the retail trade of that country has adopted the slogan, "Give Cigars," for use during the holiday season.

Any ideas which contribute toward better business may well be adopted by the retail trade of this country. Too little attention is given to urging the use of cigars throughout the year.

It is very much in order to stand behind such a slogan as "Give Cigars," during the holiday season. Window posters, counter signs, and personal support of this thought ought to help make cigars more popular than ever before as Christmas gifts.

Don't forget the slogan, "GIVE CIGARS."

STRIKE BRINGS BANKRUPTCY PROCEEDINGS

Petitioning creditors, on November 26, brought about a receivership for Francisco Arango y Ca., one of the leading cigar manufacturing firms of Tampa, Fla., and whose products are known throughout the country.

John B. Sutton, a prominent attorney, has been appointed receiver with power to borrow money, incur debts and carry on the business.

Col. Peter O. Knight, senior member of the firm of Knight, Thompson & Turner, representing the creditors, said:

"The failure of Francisco Arango and Company is most unfortunate. Prior to the ten months' strike of last year it was doing an enormous business, making approximately 80,000 cigars a day; prospects ahead for increased business were so great that when prices were at their peak enormous quantities of domestic tobacco for the purpose of making shade-grown cigars for their shade-grown department were bought by the firm, and when the strike came it left the firm with the tobacco on hand.

"Thinking day by day the strike would be settled, the firm held on to the tobacco; but the strike was not settled, there was a slump in the price of tobacco; and, of course, they were caught in the tobacco situation.

"After the strike they did their utmost to work out the situation and increased their production to 50,000 and 60,000 cigars a day; but because of the decreased value of the tobacco on hand and the shrinkage in their assets, they were unable to obtain the necessary working capital to go on with the business. And so the directors met and declared their inability to pay their debts and expressed their willingness to be adjudicated a bankrupt.

"The pitiful thing about the situation is that they have on hand unfilled orders for approximately 1,000,000 clear Havana cigars and the firm is unable to raise the necessary money to pay the manufacturing costs to manufacture the cigars.

"Their schedule of assets as shown me shows total liabilities of in excess of $600,000, and their assets, consisting of accounts receivable and tobacco, something in excess of $400,000. There is very little money due to local creditors, nearly all the money being due to Chicago and New York people for money advanced, as well as money due and owing on domestic tobacco purchased.

"The principal asset of the firm, which is not included in the schedule, is, of course, its going value. I have ever confidence in the ability of Mr. Arango to work out his situation if the creditors will give him hearty co-operation. It is absolutely necessary, for the protection of their interests, that the concern be kept going. If drastic action by the creditors is taken, and the concern is stopped going, the losses to the creditors will be tremendous."

John Lerch, a former cigar manufacturer, has joined the sales department of S. Lowenthal and Sons, 123 Maiden Lane, New York. Mr. Lerch will represent this well known leaf tobacco house in New York State and in New England.

NEW JERSEY SALESMEN ELECT

At the recent meeting of the Tobacco Salesmen's Association of Newark, N. J., held on November 18, the following officers and delegates were elected: Abe Brown, president; Jack A. Martin, first vice-president; Jack M. Waldor, second vice-president; Charles W. Camp, treasurer; Abe Greenberg, secretary; William Woodruff, recording secretary; Martin Small, sergeant-at-arms.

The board of directors includes: E. M. Freeman, Mark Bloom, H. H. LeShaw, Irving E. Schwartz, E. Cory, F. Schwabacher, Joe Ogush.

Delegates to the National Board of Tobacco Salesmen are: E. M. Freeman, Abe Brown, J. A. Martin, W. M. Charles, Fred Schwabacher.

Alternates are: J. Rothbard, I. E. Schwartz, C. W. Camp, Sam Chat and J. Ogush.

Quite a large number of members responded to the meeting and each one when they left at midnight, admitted that they had spent a most enjoyable evening.

The National President, Jonas J. Ollendorff, installed the officers in a manner in which only Joe Ollendorff can bestow.

There is quite some enthusiasm over the coming Ball and All Star Vaudeville Show, which will be held on Friday evening, January 20, 1922, at Krueger's Auditorium, Newark, N. J. Ther is no doubt but what this association will have a wonderful financial and social success because when it comes to pep, Newark has it on them all.

The Newark Association was organized one year ago last July, and in the course of a little over a year and four months, have a total membership of 125, and hope that by next year, will have 250 on register. The success of the Newark association is due to the untiring efforts of the executive officers who have spent their time in creating the ground work for its success.

ELECTRIC FANS REMOVE FROST

The show window is the most valuable asset of a retail store and yet when cold weather comes this is often a total loss whenever frost forms on the glass.

The Emerson Electric Manufacturing Company, of St. Louis, says:

"The value of show window space is apparent from the amount of time and money lavished on the building and dressing of show windows by every progressive merchant, and could only be assessed at tens of thousands of dollars for each city block in the retail districts.

"Yet many of these same windows are partly or entirely clouded by frost during many hours of many days each winter, greatly impairing their advertising value. In most cases the management seems to regard frosty windows as a necessary evil and makes only feeble attempts to remove or prevent it.

"An electric fan placed inconspicuously in the rear of the window will bring fresh dry air against the glass and remove frost in a very few minutes, preventing its formation as long as the fan is running. Regular use of fans in show windows during cold weather would save advertising space worth thousands of dollars, and at a cost which is entirely nominal."

TAMPA

Manufacturers Claim Agitators Started Strike—Three Thousand Return to Work on Tuesday —The Manifesto.

(By Telegraph.)

Tampa, Fla., Nov. 29th.

Strike broken. Committee resigned today. Over three thousand working. Hurrah for Tampa!

Veritas.

Tampa, Fla., November 26, 1921.

WE are certainly living in an atmosphere of turmoil and strife these days, and the tenor of this letter has to be different to the usual tune, owing to unexpected circumstances which have plunged Tampa into another strike. It has all the earmarks of a conspiracy from parties interested in the ruin of the great Tampa industry for their own selfish gain, and who do not stop at the means to attain their purposes.

No other conclusion can be arrived at, considering that after the readjustment of prices recently agreed between manufacturers and workmen, and confirmed by a referendum of the latter in which by an overwhelming majority the new scale of prices were accepted. From careful calculations based on the factories' payrolls, it is demonstrated that approximately $40,000 a day are distributed among an estimated number of 8000 cigar workers of all classes, or an average of $5 a day each, which all fair-minded people can concede are nice living wages.

The strike was started at the factory of Thomson & Co. by the strippers, on a complaint that all the good will and efforts of a committee of manufacturers could not satisfy, for the demand was changed to return to prices and conditions existing prior to the 14th of April, 1920.

These same demands were made on the 17th by the cigar-makers, after in a riotous manner they had called out all the factories in the West Tampa section, and two or three in Ybor until they were stopped by the police. Therefore, this strike was not promoted by insufficient pay, or by any specific aspiration to obtain any betterment of conditions. The strike began by calling the men out first, and then presenting demands the paid leaders knew very well that could not be possible for the manufacturers to grant. Consequently the industry should be tied up at the most critical moment of the year, when the Christmas rush was going on.

To arrive at the real motives behind the strike it must be recalled that recently the cigar manufacturers of Chicago endeavored to obtain a readjustment of prices by offering to their workers a reduced scale of prices, which were $2 per thousand above the Tampa scale. The cigar-makers' union refused and threatened a strike. The manufacturers threatened to move to Tampa, and the agitator leaders backed by other interests resolved that the best way to prevent the migration of the factories was to get the gullible cigar-makers of Tampa out on a strike for war-time prices and conditions. A pair of the most expert agitators equipped with plenty of money, were commissioned to accomplish the feat, in which they succeeded for the time being; hence the fierce display of violence the day of the strike, at the factory of Jose Arango & Co., in West Tampa, who moved to Tampa recently from Chicago, to avoid union dictation.

As a curious sample of the kind of literature the labor agitators use in their nefarious work, and for the information of the trade and the general public, here is transcribed the manifesto of the Joint Advisory Board of the Cigar-makers International Union, which preceded the strike and that in its class is a gem of bolsheviey literature, and for whose accurate tranlation from Spanish into English, the writer can vouch. It is as follows:

To the Workers of the Tobacco Industry

"Fellow workmen: The despotic, outrageous and provocative usurpation, so cruelly assumed by the Cigar Manufacturers' Association, with the workers, since the termination of the strike, places the workmen in the dilemma of dying of starvation and shame while working, or to return incontinently, right now, to the struggle for recovering all that has been taken away from us.

"Once placed in that desperate condition, the election for the workers cannot offer any doubt. It is one thousand times preferable to revolt and succumb in the demand than to live in an atmosphere of agony, humiliated and scorned.

"When the rebellion has for its objective to seek protection against capitalism, tyranny and vassalage, and to demand better living conditions and more wages, there is in that a sublime teaching and a practical example that is admired and will be followed by our descendants, while in meek servilism there is but abject and repulsive humiliation. And that is the reason why we say that the election in this case does not offer any doubt.

(*Continued on Page 20*)

HEARINGS on the tobacco schedule of the Fordney tariff bill will be held Wednesday, December 7, according to a notice sent by Senator Boies Penrose, chairman of the Finance Committee of the Senate, to a large list of persons who have made application for time in which to state their views.

Senator Penrose states he is desirous of concluding all the hearings as promptly as possible in order that the committee may engage in the consideration of the bill in executive session at an early date. The text of his letter to the trade is as follows:

"November 29, 1921.

Dear Sir:

The Committee on Finance desires, if possible, to complete the hearings upon the Tariff Bill within a period of two weks after they are resumed. Hearings will be resumed Wednesday, December 7, 1921, at which time witnesses upon the Tobacco Schedule will be heard. It is hoped that the hearings upon the remaining schedules (with the exception of the Sundries and Free-list Schedules) will not require more than one day for each schedule, and that it will not be necessary to extend the hearings upon the Sundries or the Free-list Schedules over a period of more than two days each.

To avoid encumbering the record with duplicate statements, the committee must insist that persons wishing to take the same position relative to any item shall decide upon one spokesman to present their case. Such action will greatly reduce the work of the committee in its study of the testimony and in expediting the early enactment of the Tariff Bill.

Exending the testimony on any subject by duplication or repetition in any manner beyond a very concise statement is contrary to the best interests of the schedule sought to be elucidated. Witnesses should first state the changes desired and follow such statement with succinct reasons for the changes suggested. Such procedure will assist the review of the testimony by those who did not have an opportunity to hear it. Too much stress can not be laid upon the propriety and necessity of thus presenting and abbreviating the testimony.

To enable you to get in touch with others who have requested a hearing upon the schedule in which you are interested, a list of the names and addresses of applicants who want to be heard upon this schedule is enclosed. Since it will be utterly impossible for the committee to hear more than a small percentage of those asking to be heard, we urgently recommend that you get in communication with others listed on this schedule and agree upon a limited number of witnesses and the persons who are to present the arguments.

You will be notified of the date fixed for the hearings on the schedule in which you are interested.

Yours truly,
(Signed) BOIES PENROSE.
Chairman."

The names of those who have already applied for time in which to be heard on the tobacco schedule are as follows:

On Schedule 6, Tobacco and Manufacturers of,

Name.	*Representing.*
W. L. Crounse,	National Cigar Leaf Tobacco Association.
Charles Dushkind,	Tobacco Merchants' Association.
J. A. Block,	Independent Tobacco Manufacturers' Association.
Charles J. Eisenlohr,	Otto Eisenlohr & Bro.
Harvey L. Hirst,	Bayuk Bros.
Mortimer Regensburg,	E. Regensburg & Son.
Senator Duncan U. Fletcher and Jose Escalante,	Cigar Manufacturers' Association of Tampa.
Barrett Andrews,	Dorland Agency (Inc.)
Senator Shortridge,	Associated Tobacco Growers of California.
Junius Parker,	American Tobacco Co.
M. L. Floyd,	New England Tobacco Growers' Association, Hartford, Conn.
Milton H. Ranck,	Lancaster Leaf Tobacco Board of Trade.
John R. Young,	Philadelphia Leaf Tobacco Board of Trade.
Alfred Aaron,	Associate Tobacco Growers of California.
Charles Dushkind,	Tobacco Merchants' Association United States.

PRESIDENT LUIS TORO INTERVIEWED

On his recent arrival in Porto Rico, President Luis Toro, of the Porto Rican-American Company, was interviewed and reported in Spanish by a journalist allied with *La Democracia*, a San Juan newspaper.

Luis Toro, as translated by Jose B. Matienzo, of the Millsco Advertising Agency, with New York headquarters at 432 Fourth Avenue, New York City, was interviewed as follows:

"What is your opinion about the advertising that is being conducted by José Felix Vazquez in the United States relative to the Guarantee Stamp Law passed by the last Porto Rican Legislature?"

Replied President Toro: "In my judgment the advertising conducted by Agent Vazquez in the tobacco trade journals of the United States relative to the Guarantee Stamp, is the best that could possibly be done, taking into account the amounts appropriated by the Legislature for the purpose. The stamp undoubtedly calls attention to the Porto Rican tobacco.

"The Porto Rican-American Tobacco Company is waging an advertising campaign on behalf of the Porto Rican product, too, but ours is consumer publicity. To conduct an advertising campaign in the United States it is necessary to spend at least a half a million dollars.

"At the present time our company is carrying on a national campaign there on behalf of our manufactured cigar brands as made in Porto Rico. This expenditure for publicity was, for a period of sixty days, $200,000; that was the outlay in November and December of the present year."

BOLGER JOINS "SCHULTE" FORCES

Persistent rumors to the effect that James C. Bolger, who recently resigned as vice-president of the United Cigar Stores Company, would become associated with the Schulte chain is well founded in view of the announcement that Mr. Bolger has become president of the Schulte Realty Company. The announcement is of particular interest in view of the well known rivalry between the two companies in the real estate field.

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

THE annual report of the Commissioner of Internal Revenue, covering the twelve-month period ending June 30, 1921, has just been made ready. It goes into detail regarding collections under the present revenue law, showing that for the year in question the total collections were $4,595,000,765.74, a reduction of 15 per cent. over the collections of the previous fiscal year which totalled $5,407,580,251.81. The cost of collection was 87 cents for each $100 collected, as compared with 55 cents for the preceding year. The increased cost was due largely to reduced collections and increased expenses in enforcing the various laws.

In dealing with the levies on tobacco, Commissioner Blair has included the following statement in his report:

The total receipts from all tobacco taxes during the fiscal year were $255,219,385.49, a decrease of $40,589,969.95, or 13.72 per cent., compared with the preceding year. These receipts represent 5.5 per cent. of the total internal revenue receipts from all sources.

The items of tobacco products showing the greatest decrease in receipts as compared with the preceding year were: Manufactured chewing and smoking tobacco, $15,333,140.52, or 20.5 per cent.; snuff, $1,153,529.48, or 16.6 per cent.; cigarettes weighing not more than three pounds per thousand, $16,208,845.18, or 10.7 per cent.; and cigars weighing over three pounds per thousand, $4,347,250.69, or 7.8 per cent. It is believed that these decreases in receipts were caused by decreased production.

There were small increases in receipts from taxes on cigars weighing not more than three pounds per thousand and on cigarettes weighing more than three pounds per thousand.

The receipts from special taxes imposed on manufacturers of cigars, cigarettes, and tobacco amounted to $1,229,286.37, an increase of $196,982.22, or 19 per cent. This increase is due to the fact that the sales of tobacco manufactures during the preceding fiscal year, upon which basis special taxes are computed, greatly exceeded any previous year.

The taxes collected on the following products constitute 98 per cent. of the total receipts from tobacco taxes: Cigarettes weighing not more than three pounds per thousand, 53 per cent; manufactured smoking and chewing tobacco, 23 per cent.; cigars weighing more than three pounds per thousand, 20 per cent.; and snuff, 2 per cent.

The following States furnished 82.6 per cent. of the total receipts from tobacco manufactures: North Carolina, $79,573,088.76; New York, $45,370,487.64; Pennsylvania, $22,259,795.49; New Jersey, $20,918,732,96; Virginia, $18,580,137.39; Ohio, $14,255,330.32; Missouri, $9,881,370.24; total, $210,838,942.80.

The number of cigars of each class weighing more than three pounds per thousand tax paid during the fiscal year, as indicated by sales of stamps, and the percentages of increase or decrease as compared with the previous year, were as follows: Class A, 1,773,588,083, a decrease of 13 per cent.; Class B, 2,131,201,227, a decrease of 19 per cent.; Class C, 3,033,119,216, an increase of 3 per cent.; Class D, 165,135,953, an increase of 93 per cent.; Class E, 45,818,759, a decrease of 12 per cent.

The leading States in the manufacture of tobacco products are as follows, in the order named: In the manufacture of cigars weighing more than three pounds per thousand, Pennsylvania, New York, Ohio, New Jersey, Virginia and Michigan; in the manufacture of cigars weighing not more than three pounds per thousand, Maryland, Pennsylvania, West Virginia, New Jersey, and New York (see Table 13); in the manufacture of cigarettes weighing not more than three pounds per thousand, North Carolina, New York, Virginia, New Jersey and Pennsylvania; in the manufacture of cigarettes weighing more than three pounds per thousand, New York, which accounts for 85 per cent. of the total manufactured (see Table 14); in the manufacture of plug tobacco, Missouri and North Carolina; twist, Missouri, Kentucky and Tennessee; fine cut, Illinois and New Jersey, smoking tobacco, North Carolina, Ohio, New Jersey, Kentucky and Illinois; snuff, Tennessee, Illinois and New Jersey (see Table 12).

There was a small decrease in the number of manufacturers of tobacco, snuff, cigars and cigarettes, and an increase in the number of dealers in leaf tobacco.

There were handled in the Tobacco Division during the fiscal year 426 reports of violations of laws governing the handling of leaf tobacco and the manufacture and sale of tobacco products. Offers in compromise, totaling $7335.45, were tendered in 325 of these cases, and the majority of the remainder were dismissed without action. In but comparatively few cases was prosecution found necessary.

The tax collected on cigarette papers and tubes represents a decrease of 23.2 per cent. from the previous year. The total receipts from this source amounted to $1,184,186.21, paid on 54,600,618 packages of paper and tubes imported from foreign countries and 152,085,834 packages of paper and tubes of domestic manufacture.

The House Committee on Interstate and Foreign Commerce has made a favorable report on the bill introduced by Senator Fletcher, of Florida, extending the time in which claims for overcharges of freight during Federal control of the railroads may be filed. The bill has already been passed by the Senate.

Business men and their organizations in every section of the country are interested in the passage of this bill, under which they will be enabled to start proceedings for the recovery of millions of dollars paid to the roads during the war in excess charges. The bill will be taken up in the House immediately upon reconvening for the regular session of Congress on December 5.

An amendment was made by the House committee, extending the period within which claims could be filed from two years, as provided by the Senate, to two and one-half years, dating from the termination of Federal control. Under the two and one-half years provided by the committee, claims could be filed until September of next year.

A bill to provide for the return of enemy property seized during the war has been introduced in the House of Representatives by Congressman Newton, of Missouri, and referred to the House Committee on Interstate and Foreign Commerce. The Trading With the Enemy Act provides that after the end of the war any claim of an enemy or of an ally of enemy to any money or other property received and held by the Alien Propert Custodian or deposited in the United States Treasury shall be settled as Congress shall direct.

The measure points out that the war is now at an end and that the following provision should be enacted: "That any former enemy or ally of enemy may proceed under the provisions of Section 9 of the said 'Trading With the Enemy Act' for the recovery of any money or property, or the proceeds of property where same has been sold, in like manner as if he were not a former enemy or ally of enemy, and in any case where such former enemy or ally of enemy is deceased, his heirs or legal representatives may so proceed."

Employment in the cigar manufacturing industry increased 1.2 per cent. while payrolls decrease 3.8 per cent. during the month of October, according to the monthly report of the Bureau of Labor Statistics.

Fifty-five establishments reporting for the months of September and October, showed 17,144 persons employed in October, as compared with 16,945 in the preceding month, while the weekly payroll in October was $310,575 as compared with $322,910.

As compared with October, 1920, there has been an increase of four per cent. in the number of persons employed, 54 establishments which reported for the full year showing 16,865 persons employed in October, 1921, against 16,214 in the same month of last year. The weekly payroll of those establishments, however, decreased 11.5 per cent. during the year, being $304,797 in October, 1921, as compared with $344,282 in October, 1920.

An inquiry into practically every phase of production and distribution is planned by the American Federation of Labor, to cover industrial establishments and industrial conditions in every section of the country. As a result of the investigation, it is hoped that there may be established a "proper and scientific wage theory which will aid materially in reducing labor turnover."

A preliminary report from the committee which is carrying on the investigation is now before the executive council, which purports to show the utter breakdown of all so-called wage theories as they have been practiced.

"It has been found that there are in industry a number of theories of wage fixing, all of which are more or less arbitary and unscientific," it is declared in a statement issued by the executive council, embodying the findings of the investigating committee. "These methods of wage fixing have been found to be almost entirely of an arbitrary character and based upon profits, instead of upon service to society and the contribution of the individual toward that service."

It is pointed out that the most acute suffering from the arbitrary imposition of unscientific wage formulas and theories is found in industries where there is no organization of the workers and where "the voice of the employer constitutes final authority from which there is no appeal." In such cases it was found the wage rate usually is fixed on a basis of profits made in the industries and in such a manner as to allow the greatest possible margin between expense and income, without regard to any other factor except where employment conditions were such as to make it necessary to advance wage rates in order to maintain or secure an adequate working force.

A favorable report has been rendered by the House committee on post office and post roads on the bill introduced some time ago by Representative Steenerson, of Minnesota, authorizing the Postmaster General, in his discretion, to limit the use of special delivery privileges. Under the terms of the measure the Postmaster General could limit the special delivery service to first class mail, refusing the privilege to matter sent by parcel post.

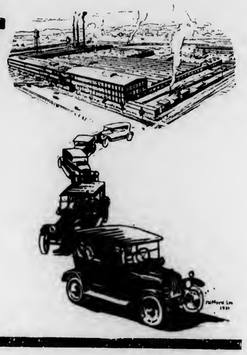
Postal officials who appeared before the committee while the bill was under consideration urged its passage, declaring that the use of the special delivery service has grown to proportions never anticipated by the department, with the result that post offices having no provision for extensive service were frequently embarrassed by the amount of mail received for special delivery.

It was pointed out that the use of special delivery stamps on matter not of the first class frequently has resulted in delaying the delivery of special delivery letters, and that there has been considerable complaint from the public regarding this situation It is understood to be the intention of the Post Office Department, should the measure be passed by Comgress, immediately to issue regulations restricting the use of special delivery service to letters and other matter sent as first class mail.

The Senate finance committee will resume its hearings on the tariff bill on Wednesday, December 7, it was announced today. The first day will be devoted to the tobacco schedule.

C. L. L.

DETROIT



Christmas Orders Keep Jobbers Busy—Proprietor of Frontenac Dies Suddenly—Mazer Launches Newspaper Campaign—Charlie Becker Lands His Buck on Third Day Out.

Detroit, Mich., November 27, 1921.

DETROIT is optimistic.

While no big boom is expected, local bankers, manufacturers and merchants believe that "the worst" is past and that there is a real betterment in business conditions. Seasonable weather conditions in Detroit have stimulated fall buying, particularly in staple merchandise, and the cigar dealers are also being benefitted by the weather. The majority of them are in a happy frame of mind and are looking forward to a nice holiday business.

The Detroit jobbers report orders for holiday packings to be coming in "fast and furious," and all the local salesmen are out bright and early, working late, and keeping the shipping room boys busy on deliveries.

The Harry W. Watson Co's, chain stores are featuring "Planco" and "Durand" cigars, with very elaborate window displays.

Chas. F. Becker, local distributor for "Webster", "Bold" and "Topic", cigars, has just returned from the wilds of northern Michigan in quest of big game. Charles shot down his Buck, the third day out; (the law allows only one buck this season), so, he spent the remainder of the time, wishing good luck to the rest of the party.

J. H. Loeser, (J. C. Newman Cigar Co.) "Sarzedar" cigars is one of the regulars here and is always on the job looking for more business, and you can "bet" he is getting his share "J. H." makes his headquarters at the Normandie Hotel, in the heart of the city, "where the business is."

W. D. C. Moebs, 46 years old, promient business man and well known real estate owner, and proprietor of Hotel Tuxedo and Cafe Frontenac, died suddenly Wednesday morning (Nov. 16th), at the Detroit Golf Club. He was a life-long resident of Detroit, and his father, was one of the early pioneers of the city. Mr. Moebs was well known in the tobacco trade and many prominent men in the industry were daily visitors to the Cafe Frontenac. He was a member of the Detroit Lodge of Elks, the Detroit Boat Club, the Detroit Golf Club and the Detroit Yacht Club. He was past commodore in the Yacht Club.

The Mazer Cigar Manufacturing Co., are beginning an advertising campaign in the daily newspapers on "Dime Bank" cigars, and have decided to offer a straight "Money Back" guarantee for a period of time. The following is the guarantee on this popular brand; "Go to your nearest dealer lay a dime on the counter, and ask for a 'Dime Bank' cigar. Smoke it, and if for any reason you are dissatified with the value received, he, or the Peninsular Cigar Co., 213 Woodward Ave. will cheerfully return your money."

Perl Hubbard, manager cigar stand at the Wolverine Hotel, reports business good. With the holiday season only a month off, Perl is a very active man these days, getting ready for the holiday rush with a large supply of fortieths. Many famous brands of bonded and imported cigars, as well as all the popular brands will be featured. Perl has three very able and experienced assistants, Mrs. Shelley; Miss Hubbard and Miss Ainsworth, who will assist him in serving his customers with their favorite brands.

Met "Bud" Mendell (Lee & Cady) on the street the other day, with a box of "Park & Tilford" candy under one arm and a bundle of "Dunshill" pipes under the other, out for real business, and believe me "Bud" you have two winners.

De Young Cigar Store, formally located on Randolph Street, has removed to 144 Cadillac Square, corner Congress Street. A novel way of advertising their removal, was by presenting their customers with a card, which read as follows: "Accept This Card With Our Thanks For A Free Cigar, at our new store 144 Cadillac Square." The De Young Boys have a very attractive store, and it is up-to-date in every respect. "Courtesy" is their slogan. All the popular brands of cigars are featured in their case displays *viz*; "El Producto", "Bankable," "Dutch Masters", "Webster", "White Owls", "La Palina", "Harvester", and many others.

H. G. Hoyt (P. Lorillard Co.) division manager of Michigan, for the "Murad" cigarette department and his able crew of assistants, are doing some wonderful work in window displays, and many attractive panel designs are shown throughout the city.

Howes-Shoemaker Co., have added two new brands of cigars, to their already successful line, "Royal Poet" (Monday & Co.) and "Emerson" (Frank P. Lewis Cigar Co.)

Bill Cashin and Al Neff have joined the sales staff of L. H. Stradley, 231 W. Jefferson Ave., distributor of "Meditation" cigars. (W. K. Gresh & Sons). From all reports these two "Knights of the Grip" are going to put this brand over the top.

J. W. Phillips (R. J. Reynolds Tobacco Co.) is very active with his "Camel" cigarettes and they are

seen everywhere so why, "walk a mile for a 'Camel' "? J. W. has them so well placed, that it is not necessary to do a Marathon to secure your favorite smoke.

"Admiration" Smiles: (E. Regensburg & Sons) Tampa, Fla., is a new size of this popular brand that has appeared on this market recently.

Mr. Abel, (L. Orlik & Son) New York City, paid the Detroit dealers a visit this week, and was showing an extensive line of pipes and tubes.

Frank Lopez (Garcia & Vega) is in our midst, and is giving the downtown dealers the once over. Frank says business is good with him and that he had a very profitable trip through the West.

Fred W. Bailey (M. Perez Co.), makers of "Pinzon" and other clear Havana cigars is here showing his big line of Christmas packings. Fred is not making any complaints about the size of the orders that are being handed him and is wearing a smile of content.

Val Keogh (Preferred Havana Tobacco Co.), "Henry the Fourth," is giving the city the once over, and looking after the interests of his brands, on the main stem.

"Herbert Tareyton" cigarettes (Falk Tobacco Co.) have some very attractive window displays in prominent cigar stores in the financial section of the city. All the dealers report this brand to be one of their leading sellers.

Willis Andruss (Congress Cigar Co.) has returned to the city after a sojourn of several weeks in the west, looking after the interest of "La Palina" cigars.

Mr. Jacobs (Starlight Bros.), New York, "The La Rosa De Paris" cigars, was a recent visitor to the city.

N. J. Rice (American Cigar Co.), 111 Fifth Avenue, New York, is calling on the Detroit trade for a few days, in the interest of little cigars.

J. M. Cuyar (Andres Diaz & Co.), Tampa, Fla., has been with us showing his line of Christmas packings in Havana cigars.

J. F. Williams (S. Joseph & Co.), "Rasola" cigars, is giving the city the once over, and at the same time using his pencil and pad.

Herbert Sanford Fuller (Julius Klorfein), "Garcia Grande" cigars, is very much on the job, and hard at work these days, his efforts are shown by the many line-ups of "Garcia Grande's" in the cases of the dealers throughout the city. Herbert says he has secured some nice Christmas business, and is very optimistic as to the future, for his brand.

Max Bloom, the "R. G. Dun" boy (Bernard Schwartz Cigar Corporation), say business is fine with him, and from the way Max is working, good results should be obtained.

"Bankable" cigars (N. N. Smith), Frankfort, Ind., will be sold in holiday packings of fortieths this season. J. L. Marcero & Co., are the Michigan distributors.

A. H. Cohn, Jr. (Cohn Bros.), Chicago, has been spending a few days here, calling on the jobbing trade with his line of Manila cigars.

George Becker (Park & Tilford) is with us again and reports that he is getting some nice Christmas business. I saw George at Bert Johnson's (right behind the counter at that), and from the looks of things, Bert had him writing fast, "Mi Favorita" and "Telegrafo."

The following is a motto adopted by the Michigan Grocers' Association, which is quite true, and could be used in other lines as well:

"If I rest, I bust; if I trust, I bust;
No rest, no rush; no trust, no bust."

Fred G. Moritz, formerly Detroit manager for Bayuk Brothers, has been transferred to Chicago, where he will be associated with Nathan Fox & Co., distributors for the Bayuk Brothers.

Arthur Hanauer (Kaufmann Bros. & Bondy), New York, blew in the city the other day, with a wonderful line of pipes and smokers' articles. Arthur says the pipe business is in a very healthy condition and has shown marked improvement during the past few months, and believe me, Arthur ought to know, for he sells all the big fellows.

Detroit can well afford to boast of having the greatest recreation building of its kind in the country. There are eight floors devoted to bowling, billiards and pocket billiards for both ladies and gentlemen. The building has eighty-eight alleys; 142 tables, four soda fountains and eight cigar stands. The cigar department is under the personal supervision of Miss Bada R. Nelson, who is an expert in the capacity of buyer and manager. On the street floor is the main cigar store, located on the corner of Lafayette Boulevard and Shelby Street. Two very large windows make the store most attractive and displays of prominent and popular brands of cigars are always featured.

Phillip Morrell (John T. Woodhouse & Co.) has returned from a hunt in the north woods. I understand that Phil came back empty-handed, but as far as game is concerned, "he heard, but did not see."

Thanksgiving festivities in Detroit were celebrated in the usual way. "Mr. Turk" proved to be the "king for a day." Many cigar men took advantage of the holiday and journeyed to nearby hamlets to spend the day with the folks at home.

Keep posted on latest news in the tobacco industry by subscribing to and reading THE TOBACCO WORLD.

MIKE OF DETROIT.

MANILA CIGAR EXPORTS

A drop in the Manila cigar exports is reported as follows: 215,868,545 cigars were sent to the United States in the first eight months of last year as against only 34,812,172 for the same period this year. The average value of cigars bought by America from the Philippines last year was, roughly, $50 per 1000; this year's shipments are selling at $30.50 per 1000.

There are 46,000 persons unemployed in the city of Manila alone, according to the Philippine Bureau of Labor. Of this number 15,397 have no occupation of any kind. There are 1907 women included in these figures.

The Philippine Labor Congress recently passed a resolution agreeing to any reduction of their present wages provided the economy so effected be used to help others who are not employed by giving them jobs. There is also a movement afoot and which is under consideration by the insular government to send the unemployed of Manila to the Island of Mindanao.

TOBACCO SHORTAGE IN SAMSUN

Assistant Trade Commissioner Julian E. Gillespie, writing from Constantinople, says that due to the continued military activities by the Turkish Nationalists in Anatolia, and the attendant disturbed political conditions, the tobacco crop of Samsun and Baffra will be smaller this year than ever before. The normal crop in these districts is about 16,000,000 pounds. The 1921 crop, however, will not exceed 4,000,000 pounds, or a reduction of 75 per cent. as compared to normal years and 50 per cent. as compared with the crop of 1920.

The High Spots of the New Revenue Law

By Clarence L. Linz.

Written Expressly for THE TOBACCO WORLD.

The revenue bill which has just been passed by Congress will yield $3,216,100,000 in the fiscal year 1922, and $2,611,100,000 in the fiscal year 1923. It was originally estimated that $3,272,000,000 would have to be raised by internal taxation to meet the needs of the Government. Various reductions in Government expenditures have been made, however, decreasing the total required to approximately the amount that will be raised under the provisions of this new law.

The bill as finally adopted by Congress and signed by the President will produce, it is estimated, $728,000,000 less than the present law would produce for the first fiscal year during which it is in full operation. Thereafter, when collections from the excess-profits tax wholly cease, the annual reduction of the tax burden will be even greater.

BOIES PENROSE,
Chairman, Senate Finance Committee.

THE tobacco taxes in existing law are continued in the new act. An amendment to the special tobacco manufacturers' tax, however, provides that in computing the amount of annual sales no account shall be taken of tobacco, cigars or cigarettes, sold for export and in due course so exported.

Despite the fact that most of the small "nuisance" taxes were repealed, Congress retains the ten per cent. levy on cigar and cigarette holders and pipes, composed wholly or in part of meerschaum or amber, humidors and smoking stands.

The corporation income tax on and after January 1st, next, will be 12½ per cent., as against the present rate of 10 per cent. Instead of a flat $2000 exemption for all domestic corporations, that provision of the law is confined to corporations whose net income is $25,000 or less.

The income tax for individuals remains as in present law with respect to the normal tax, the levy being 4 per cent. on the first $4000, and 4 per cent. on all amounts in excess of that figure. The surtaxes begin with $6000, between which amount and $10,000 they are 1 per cent., and from the latter amount to $32,000, the rate progresses by 1 per cent. as the income is increased $2000. Thus where the income does not exceed $32,000 the surtax rate is 13 per cent.

There is a jump therefor in the next bracket—from $32,000 to $36,000—the rate is 15 per cent., but from there on the same practice is followed until a surtax rate of 47 per cent. is reached on net incomes of from $98,000 to $100,000. The next surtax is 48 per cent. on incomes between $100,000 and $150,000; 49 per cent. is the levy on incomes between $150,000 and $200,000, and the maximum of 50 per cent. is assessed on all net incomes in excess of the latter amount.

The House at first agreed upon a maximum surtax of 32 per cent., but later refused to stand upon that action and the 50 per cent. maximum remained in the bill. The present maximum is 65 per cent.

These rates also go into effect with the coming of the new year and at the same time larger deductions will be permitted heads of families—$400, instead of $200, is the exemption for each child or other dependent and where the income of such taxpayer does not exceed $5000, a personal exemption of $2500, instead of the present $2000, will be allowed.

Individuals who secure part of their income from the sale of capital assets may, if they desire, make a separate accounting of capital gains therefrom and pay a tax on such amounts at the rate of 12½ per cent. This will be of benefit to taxpayers who would pay a rate on their entire income in excess of that amount. It is provided that income from the sale of stocks and bonds may be treated in this manner.

Next year in making out income tax returns, the taxpayer will be permitted to ignore gain or loss in trades or exchanges when property held for investment is exchanged for property of a like kind or use.

The Government will also recognize *bona fide* amortization claims not only if made at the time of filing returns for 1918 and 1919 but if filed in connection with the returns for the taxable years 1920 and 1921.

The estate taxes remain as in existing law. No change is made in the provision dealing with the payment of tax on the basis of inventories. It is further provided that if for any taxable year beginning after December 31, 1920, it appears upon the production of evidence satisfactory to the Commissioner of Internal Revenue that any taxpayer has sustained a net loss, the amount thereof shall be deducted from the net income of the taxpayer for the succeeding taxable year; and if the net loss is in excess of the net income for such succeeding taxable year, the amount of such excess will be allowed as a deduction in computing net income for the next succeeding taxable year.

In "deductions allowed individuals" there has been written into the law a provision permitting exemption for traveling expenses (including the entire amount expended for meals and lodging) while away from home in the pursuit of a trade or business. This will be of material benefit to traveling salesmen who pay their own road expenses.

Hereafter every individual having a gross income of $5000 or over will be compelled to file a return with the collector of internal revenue, but employers will not have to make a report on salaries paid to employees when less than $1000. Present law requires reports to be made on all salaries when at the rate of $1000 per annum or more, and employers have been making returns covering a part of a year when the full amount of $1000 had not been paid.

Citizens of the United States or domestic corporations will not be required to pay taxes under the new law when 80 per cent. of their gross income for the three-year period immediately preceding the close of the taxable year was derived from sources within a

(Continued on Page 18.)

BUSINESS BUILDING

BY A TRAINED BUSINESS MAN AND ADVERTISER

WRITTEN ESPECIALLY FOR THE TOBACCO WORLD BY A.E.P.

ALL RIGHTS RESERVED

"HE always comes back," said a dealer to me the other day, as a well-dressed gentlemanly man departed after making his purchase, lighting up and taking a few pleasure-giving whiffs on his fine cigar.

And the dealer derived as much pleasure in stating these four words as did his customer in sampling his fresh purchase.

There is a business sermon for you, friend dealer, from the text, "He Always Comes Back." For the most profitable customer you can have by all odds is the one who comes back.

It is no simple task to train and educate customers to come back. It is a complicated problem. No one factor will solve it. Low price won't. Good goods won't. A desirable location won't. A handsome store won't. Courtesy, cheerfulness and good-fellowship won't.

In fact so many factors enter into the magnet which draws a customer back to a store, that even the customer himself could not put in words the influences which attracts him there.

It is a combination of many good things, and it is the duty of the dealer to study them, to learn them, to practice them.

A HIGH-BROW with his head in the clouds, who is an impractical thinker, an arm-chair theorizer, often makes us smile with his impossible suggestions. But I don't smile at high-brows. I doff my Stetson to them; for every once in a while they throw out a thought that is worth a fortune.

When one does this, I rush furiously forth, grab his valuable thought, wrap it carefully in small, plain and clear words and hand it to my readers.

A high-brow dropped a thought yesterday. He said: "Business is a state of mind."

That thought is a gem; and if any reader will open his mental mind to its value, he will have a prosperous business and money in two banks.

If you will get the right state of mind. If you will say that you intend to have a good business if it breaks a leg; if you will get the "will to succeed;" if you will highly resolve to "get there," you will arrive.

Sure as fate! You will read this department for hints, suggestions, encouragement, inspiration. You will subscribe to one or two high-grade business journals; you will buy an occasional business book and study it—books on retail selling, window dressing, advertising, the art of buying, and such.

Your mental eyes will be opened to see possibilities to which you are now blind. You will take advantage of your knowledge and of these possibilities, and the "state of mind," the "will to succeed," will cause you to put your desire across. It sure will!

THERE was once a man, an impulsive man. He was very human. He had a temper. And, because he didn't control it, this temper gradually got a little ahead of him at times.

And at such times he swore. And in time he became an expert in swearing—an artistic swearer, as it were. When things went wrong, he could open his mouth and turn out swear-words in quantity and volume which—he thought—exactly suited the occasion. Sometimes they were explosive and sounded like dynamite blowing out fence holes. Sometimes they were subdued and sounded like the rumbling of distant thunder. As a swearer he was one hundred per cent. efficient.

It was a bad habit—hurtful to himself, demoralizing to other people.

This man had a friend—a cigar dealer. The cigar dealer was properly grieved at the demoralizing habit of his friend, and one day he read him a lecture. He said:

"Your habit has gotten the best of you until it is your master rather than your servant. It is doing you harm. It is causing loss of respect. You should stop it; but must have something to take its place. Therefore, don't swear, but smoke.

"When you are angry, keep silent; pull out quick a cigar, light it and puff furiously. You will calm down quickly. You will strengthen yourself by self-restraint. You will hold the respect of your associates."

And his friend—wise fellow that he was—took this good advice.

HERE is the Chamber of Commerce of the United States sending out a circular to the merchants of the country calling attention to a few of the most important factors which make for success in business.

(Continued on Page 18)

UNIVERSAL HISTORY OF TOBACCO

The use of tobacco was probably originated by the North American Indians who discovered that in burning, the dried leaves of the tobacco plant gave forth aromatic, pungent odors, which were pleasing to their nostrils.

THE tremendously widespread use of tobacco, developed since its discovery, has been greatly enchanced by refinements and improvements due to the use of tobacco machinery. In the field of labor-saving and stock-economizing, the Model M Universal Stripping and Booking Machine has played an important part.

Increase Your Cigar Maker's Production 35 to 50 Cigars Daily

Tobacco stripped and booked on the Model M Universal Machine comes to the cigar maker in smooth books, tip matching tip, with cut edges fluffy and even.

There is no time wasted in handling or getting it ready to use. Consequently, the cigar maker can produce from 35 to 50 cigars more per day. This has been proven time and time again by actual tests in thousands of cigar factories.

In addition, the Model M Universal does the work of up to three hand-strippers and eliminates much of the scrap-loss which results from hand-stripping.

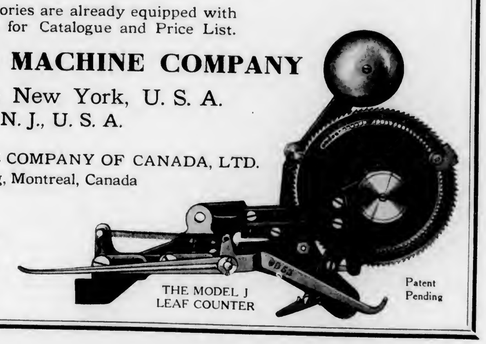
Over 2,000 large and small factories are already equipped with Model M Universals. Send for Catalogue and Price List.

UNIVERSAL TOBACCO MACHINE COMPANY

116 West 32nd Street, New York, U. S. A.
Factory: Newark, N. J., U. S. A.

UNIVERSAL TOBACCO MACHINE COMPANY OF CANADA, LTD.
108 St. Nicholas Building, Montreal, Canada

Model J Universal Leaf Counter—An Attachment for the Model M Universal Tobacco Stripping and Booking Machine. Counts the leaves as they are stripped in any number desired, from twenty to eighty to a pad.



THE MODEL J LEAF COUNTER

Patent Pending

Business Building

(Continued from Page 16.)

And what do you think it considers the most important?

It considers "the keeping of an exact account of the cost of doing business" as of the greatest importance to any dealer, and next comes the question of turnover—the rapidity of turnover—as the next in importance.

The department stores, the chain stores, and a limited proportion of progressive merchants, give to the turnover the study and consideration which its importance deserves.

They watch it like a hawk.

They have such a system of accounting that if any line of goods has a slow turnover they know it in a short time. And they study and experiment on that line. They display it, give it prominent position, advertise it. If then its turnover becomes rapid they continue it in stock, but if it still lags and camps on the shelves, they close it out, refuse it shop room, and put on another line of something which they hope will have a more rapid turnover.

Do you make a keen, critical and continuous study of the turnover of your various lines of goods, friend dealer? Do you give this the time and study which its great importance merits? Do you think of it when ordering, and remember it when selling, and adjust your business to its requirements?

PORTO RICAN GROWERS VISIT U. S.

That the leaf growers of Porto Rico are going to cement most cordial relations with the leaf merchants and cigar manufacturers of these United States, who depend on Porto Rican tobacco to a greater or less extent in making their blends, is made the most evident as leading raisers of Porto Rico tobacco continue to arrive in New York to shake hands all around and to gauge the market conditions first hand.

Among the recent arrivals, from the insular isle of Uncle Sam, were Senor Baltasar Mendoza, one of the most extensive planters in Cayey, Porto Rico, who has gained international prestige wherever the Porto Rican product is staple (Senor Mendoza is at the Hotel Felix Portland, in New York City); Senor Luis A. Ortiz, himself a grower of note and widespread operations in that same section of Cayey; and Senor Fructuoso Fernandez, of the representative house of Sariego, Fernandez & Co., of Cidra, Porto Rico.

Any or all of these representative planters may be interviewed by appointment through the diplomatic offices of Jose Felix Vazquez, the tobacco guarantee agent in the United States for the Porto Rican Government, whose main headquarters are located at 126 Maiden Lane, New York City. Senor Vazquez will also act as interpreter where the services of one may be required, for he is an adept in both the Spanish and English tongues. All the visitors will remain in the Metropolis for an extended period; and all have at their disposal extensive stocks of quality Porto Rican leaf.

New Revenue Law

(Continued from Page 15)

possession of the United States. This provision also applies where 50 per cent. or more of the gross income of the citizen or domestic corporation is derived from the active conduct of a trade or business in such possession. This is applicable to Porto Rico and the Philippines, but not to the Virgin Islands.

The excess profits taxes are repealed from and after January 1, 1922. It is declared that this action cuts off an income to the Government amounting to $450,000,000.

The transportation taxes are repealed, but there remains the taxes on telephone, telegraph, cable and radio messages.

Senator Penrose, in presenting the matter to the Senate, stated that the Revenue Act of 1921 is a transitional or temporary measure; it does not place the tax system on a stable or scientific basis, but is a better law than the law which it will supersede because of the reduction of the tax burden and the technical or administrative improvements which it effects.

YORK COUNTY CIGAR FACTORIES BUSY

At the regular meeting of the York County Cigar Manufacturers Association, held on November 14th, about two hundred and fifty members were in attendance. President I. H. Rojahn presided. All members reported that they are doing an extensive business, while some stated that they are unable to fill orders at present. The manufacturers account for the improvement in their business as being due to the fact that they are getting the best of workmanship and using the best tobacco possible.

Red Lion has advanced labor from one dollar to two dollars and it is said that cigarmakers are very anxious to locate in that place.

As the result of a committee from the association calling on the Official Classification Committee in New York, in regard to strapping, cording and sealing cigar cases, it was found that many railroad agents were ignorant of the classification issued in July, 1921. This classification makes it possible to use an extra piece of strapping around the middle of the case without being nailed, and also the cord can be put inside the case at the corners to prevent it being cut in handling. Further details can be obtained by consulting supplement 2, page 22, item 6, note A-1.

Announcement is made that the credit system of the association has been improved. The secretary has blank forms for distribution on which members will write names of those purchasing cigars who are poor credit. A plan has been developed to thwart some of the various schemes devised by unscrupulous persons to mulct the factories of cigars. It is stated that this plan has already saved several cigar manufacturers considerable money.

A committee has been appointed to arrange for a banquet during December. A chicken and waffle dinner at Abbottstown, on the Lincoln Highway, has been suggested.

Contains 200 Cigarettes

PALL MALL
FAMOUS CIGARETTES
They are good taste

The new special Christmas Magnum is now ready. Contains 200 Pall Mall Cigarettes, cork tip.

We have provided for only a limited quantity of Pall Mall Christmas Magnums and would suggest that you place your order immediately so as to be sure of obtaining a sufficient supply of this packing to meet the requirements of your trade.

Put Your Order In Now—"Christmas Buying" Starts Soon

Guaranteed by
The American Tobacco Co.
INCORPORATED
111 Fifth Avenue, New York

A. YANEZ Y Ca.
TAMPA, FLA.
Manufacturers of
"MISS TAMPA CIGARS"

Deliciously Irresistible

MILD HAVANA CIGARS
25 sizes to select from
10c. up

C. H. S.
SHANNA
DUKE of BELCOURT

are quality brands of the Tampa cigar factory that has always stood for the "Open Shop".

VAL M. ANTUONO
TAMPA, - - - FLA.

Tampa Letter

(Continued from Page 9)

"Do not stop, fellow-workmen, to discuss the magnitude and effort of the undertaking; for the extirpation of great evils always cause great sacrifices; nor lose any time to find out the form for the execution of the plan.

"Call out one shop, two, all of them, if you judge it necessary.

"Get together immediately and resolve that the Equalization Committee go into the presence of the directors of the Manufacturers' Association and demand in the name of all of us the restoration of the conditions, working hours and prices in existence before what they call 'readjustment,' and which we accepted temporarily without renouncing to repeal it, as we do now with virile resolution and rapidity. The question is then planted.

"Fellow workmen, the Joint Advisory Board in this struggle, as in any other that the workers may deem necessary to claim their improvement, will always march at the head, and will reach as far as the circumstances of the movement may require.

"From your resolute attitude, then, workers of the tobacco industry, depends the change of our pauperized and shameful situation. From your resolute attitude depends besides to prevent that in the near future our sufferings might be multiplied and our wages shrunk still more; for the enemy has given the first bite without resistance and is spying the opportune time for the second.

"To the fight then! One imperious necessity demands it; that of to conquer our rights, trampled upon by the manufacturers, and the bread of our emaciated families.

After the above manifesto was distributed throughout West Tampa and Ybor City, and without warning, the strike came as a complete surprise to the manufacturers. Nothing was then heard directly from the workmen until the next day, when the Equalizing Committee presented the demands for reinstating prices and conditions existing previous to the accepted readjustment, and stating that at a referendum ballot taken on the 17th 3099 votes were cast for the demands, 748 against, 64 with the majority, 363 in blank, and 15 void, a total of 4289 votes cast.

The manufacturers acknowledged receipt of the demands and promised an answer as soon as a general meeting would be assembled, which they held on Monday, the 21st when with the full membership of the Cigar Manufacturers Association attending and by unanimous vote, the following resolution was adopted:

"Resolved, That the petition of the cigar-makers through te Equalization Committee, and that of the strippers presented by their own committee, cannot be granted, and that the factories now operating remain open on same conditions as existed November 16, 1921, and that the factories closed by the walkout resume operations next Wednesday."

On receipt of the above answer, the Equalizing Committee called another referendum ballot in which only 2146 votes were cast, 1553 for the strike, 592 against, and one void. Then the supposed neutral Equalizing Committee, took upon itself to declare a general strike for all the cigar-makers of the city, warning them "to respect the resolution then taken," and expressing the hope that they "should do their duty by abstaining from going to work."

That this strike will be of short duration is a foregoing conclusion. It has not a leg to stand on. It is one of the most senseless, unreasonable and dishonest movements ever attempted by union labor, and is doomed from the start. Since the strike was declared about 2000 workers have returned to the factories and a large number of them never suspended work. The dissatisfaction of the men out was so great that they called a mass meeting and forced the Equalizing Committee to call a new referendum ballot, claiming unfairness and trickery in the former referendum. This is going on today, and the probabilities are that the strike will be called off.

Your correspondent thinks that the true knowledge of what has happened in Tampa is necessary to dispel the clouds gathered around her with sinister purposes. This last movement has disclosed the real source of her troubles; and once discovered, it makes it easy to apply the remedy. It also has demonstrated the solid strength of the Manufacturers' Association backed by the local press and the business elements, associated for the sound public opinion of the worthy citizens. The trade may rest assured, that the cigar industry of Tampa is slowly but surely arriving to an unassailable position.

VERITAS.

PORTO RICAN OFFICIAL ARRIVES

Abelardo Gonzalez Font, assistant treasurer of the territorial Government of Porto Rico, and Raul Benedicto, brother of José Benedicto, the treasurer, and one of San Juan's most eminent lawyers, arrived in New York from that Island this week.

The presence of these two gentlemen adds to the distinguished delegation of officials, politicians and men of affairs now in this country or en route, to advance the political and commercial interests of Porto Rico according to their respective lights and understandings.

The visit of Senor Gonzalez Font will include, it is said, the furthering of the interests of the Porto Rican Tobacco Agency.

He will gauge the situation by first hand inspection and recommend whatever he deems wise and prudent for the extension of the scope of this agency which is already operating on national lines and becoming a potent factor in the tobacco interests of the island.

They will make their headquarters while in New York at the office of the official agent, José Felix Vazquez, 126 Maiden Lane.

F. LOZANO, SON & CO.
HAVANA CIGARS
TRADE MARK

F. LOZANO
FLOR DE NARVEZ
VICLO

WALLS COURT
EL LESSERO
CALATRAVA

REG. U. S. PAT. OFF.

FACTORY & MAIN OFFICE, TAMPA, FLA.
NEW YORK OFFICE, 437 FIFTH AVE., N. Y.

BERING REGRESO

CORRAL, WODISKA Y CA.
MANUFACTURES OF
CLEAR HAVANA CIGARS
TAMPA, FLA.

LA-DUSE JULIA MARLOWE

La Flor de Sanchez Y Haya
THE OLD RELIABLE BRAND OF
CLEAR HAVANA CIGARS
Ignacio Haya
THE ARISTOCRAT OF
THE HAVANA FAMILY

MANUFACTURED BY
SANCHEZ & HAYA CO.
FACTORY No. 1 TAMPA, FLORIDA

MAPACUBA
THE ALL-DAY, EVERY-DAY SMOKE

"Mapacuba--of Course!"

That's the answer wise dealers are giving their customers who ask "what's the best smoke?"

Winning mildness—rare bouquet—cool, even-burning smoking qualities—these are the things which make Mapacuba popular.

Handsome shapes at popular prices.
10c, 2 for 25c, 15c

BAYUK BROS., Inc.
Originators of the
Bayuk Inimitable Blend and Bayuk Incomparable Brands
Philadelphia

ARTABAN

MILD HAVANA CIGARS

MADE IN EIGHT SIZES
FOR PERSONS OF GOOD TASTE
BY

TAMPA TOKEN CIGAR COMPANY
FACTORY and OFFICE
2308 15th Street, - TAMPA, FLA

TEIJEIRO & GARCIA

MANUFACTURERS OF THE

R. & T.

CLEAR HAVANA CIGARS
AND IMPORTERS OF LEAF TOBACCO

FACTORY
2512 15th Street
TAMPA, FLA.

OFFICE
49 Walker Street
NEW YOPK

MURAD
TURKISH CIGARETTES
ARE MADE ESPECIALLY FOR THE DISCRIMINATING AND EXPERIENCED SMOKER OF HIGH GRADE TURKISH CIGARETTES
The blending is exceptional
Amargis
THIS PACKAGE GUARANTEED

MURAD

THE TURKISH CIGARETTE

Every day MURADS are held higher in the estimation of the men who smoke them.

They are the standard of Taste.

They never disappoint—never fail—never change—

They are 100% pure Turkish tobacco—of the finest varieties grown.

Men are proud to smoke them in any company—on any occasion.

They are the largest selling high-grade cigarette in the world.

The cigarette smokers of America DO prefer Quality to Quantity.

"Judge for Yourself—!"

20¢

Makers of the Highest Grade Turkish and Egyptian Cigarettes in the World

PERSONALITY

"You Can Only Take Out of Life What You Put Into It"

By Seldom Inn.

WHEN the turning point in the road is reached and Success begins to smile, some turn to golf for recreation, some to travel and some stick closer than ever to their business.

Jacob Mazer, president of the Mazer Cigar Manufacturing Company, of Detroit, Mich., is a very busy man and gives his personal attention not only to the Detroit plant but to his branch factories in Dayton, Columbus and Cincinnati as well. Under the personal supervision of Mr. Mazer these factories are producing at the rate of more than 125,000,000 cigars a year.

While this in itself constitues a very busy life, Mr. Mazer finds time to do other useful things.

Mr. Mazer is very fond of athletic sports and fully realizes the value of athletic training. As a sort of "hobby" he is devoting his spare time to developing amateur athletes among school children who otherwise would not have such advantages.

This athletic work is carried on by donations from public-spirited men with civic pride. Mr. Mazer, himself, donates the cups and other prizes. If you want to spend an enjoyable moment, get Jake Mazer to tell you about the good already accomplished by this athletic work among boys who never before had the opportunity to undertake it.

The theory with which Mr. Mazer proceeds is, that if you give a boy a clean mind and a sound body, teach him to be fair although aggressive, and that only FIRST counts, then you have contributed another MAN to the nation's storehouse.

An examination of the criminal records, and I quote Mr. Mazer, shows that less than one per cent. of the men with criminal records have had athletic training. You may well believe that Mr. Mazer feels well paid with the thought that his efforts are contributing to a cause that will make better men for a future generation.

Two colored men met the other day for the first time in twenty years. One was a porter in a bank in a southern State while the other was a man who had made a deposit there twenty years before.

After shaking hands the porter said, "How come you-all here?"

The depositor explained that he had deposited in the savings department twenty years before and had come to withdraw it.

The porter took on the look of a cashier when you want to borrow money, and explained, "See here, nigger, you ain't got no money coming from this bank, cause the interest dun et up the principal long ago!"

H. Anton Bock and Company are enjoying a steadily increasing business on their well known brands. General Manager Eckes stated recently that his chief difficulty is to get enough cigarmakers.

Chicago Notes

Wengler & Mandell factory, of Chicago, are putting in busy days on "Tom Palmer" cigars in holiday packages; one of Chicago's oldest and best known brands.

Mr. Scott, of Stacy, Scott & Company, of Lincoln, Neb., well known distributors for "Shrine" cigars, spent a few days here.

Kaercher Leaf Tobacco Company, 121 West Lake Street, are receiving some very nice business on their Primed wrappers, of which they make a specialty.

Nathan Elson, of the Nathan Elson & Company, states business is very good and their New Orleans factory is putting in overtime on "Ben Bey" cigars.

"Press Club" cigars, manufactured by Randall-Landfield Company, have a wide distribution in this territory and are in good demand. Their factory at Benton Harbor, Mich., is working full capacity.

"Mi Lola" cigars are making an appearance in many prominent cases throughout the city.

Manny, Blanc & Company, makers of the "Shrine" cigar, are putting on a big selling campaign and are meeting with very favorable results.

J. H. Sprenger, of the Universal Tobacco Machine Company, is busily engaged showing manufacturers their new Model M Gear Driven Machine, which is designed for stripping and booking wrappers. Many manufacturers are installing these machines. The Model F Stem Crushing Machine is also a universal success. See Mr. Sprenger on your stripping problems.

Milwaukee Items

Mi Carmen Cigar Factory on Third and North Avenues, are putting on additional hands trying to meet the demands of their distributors. Mr. Volert, president of the company, is more than pleased with the present showing.

The National Cigar Company is making rapid strides on their "Mi Cori" Havana cigars.

Mi Lola Cigar Company are doing a record-breaking holiday business and are putting out some very classy holiday packages on "Mi Lolas" in various sizes.

"La Palina" cigars are still the one big bet in the Wisconsin territory, and have a 100 per cent. distribution.

Kuhles & Stock, of St. Paul, Minn., under the able management of Albert Worch, have in the past year doubled their production and have taken on a number of well-known distributors in the West.

To Your Christmas Trade

Recommend WDC Milano

Its the sort of pipe to show your better class trade.

Everything the smoker wants is there—good looks and smoking qualities aplenty—all the desirable features that are looked for and recognized by the discriminating smoker.

To show the W D C Milano is to sell it. To sell it is to render the buyer a service that will result in increased business for you.

Order your Milanos now. Be ready for the Christmas buyer.

Your jobber can make immediate shipment.

WD C TRADE MARK

WM. DEMUTH & CO.
NEW YORK

World's Largest Pipe Manufacturers

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
General Office and Factory, TAMPA, FLA.
Eastern Office 222 Pearl St. New York
Warehouse Havana Cuba

EL VERSO

HAVANA CIGARS
Seven Sizes to Please the Most Discriminating
The Deisel-Wemmer Co.
MAKERS
Lima :-: Ohio

HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
122 Second Avenue New York City

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Danville, Va.
DEPT. A

Tobacco Patents Granted

[Full details and specifications of the following patents may be had by addressing the Commissioner of Patents, Washington, D. C., and enclosing ten cents for each patent wanted. In ordering give patent number only.]

No. 1,393,888. CIGAR LIGHTER. Francis B. Farnsworth, Montreal, Canada, Patentee.

A lighter comprising a carrier, an insulated plug in the carrier, electrical connections carried by the plug, and including a high resistance igniter exposed at the outer end of the plug, and electrical connections within the carrier and presenting an open circuit, including the connection in the plug and manually operated means for closing the circuit.

No. 1,387,545. TOBACCO STEM-ROLLING AND LEAF-BOOKING MACHINE. Graham Jackson, Newark, N. J., Patentee.

The combination with stem crushing rolls between which the tobacco leaf is fed, of a booking drum, a booking belt co-acting with the drum and of such width as to properly support the whole leaf, said belt being arranged at one side of the crushing rolls with no part of the belt touching the rolls, and a belt roll closely adjacent to the delivery side of said stem crushing rolls and around which said booking belt passes to receive the leaf from the crushing rolls.

No. 1,394,250. CIGARETTE-MAKING MACHINE. Castellari Cesare, Montreal, Canada, Pantentee.

In a cigarette-making machine, a pair of hingedly connected members movable into position to form a tube having a longitudinal opening for the gummed edge of a cigarette paper, one of said members being provided at the hingedly connected portion thereof with stop lugs adapted to limit separation of the members, the other of said members being provided opposite the hingedly connected portion thereof with a projecting lip lying outside of the longitudinal opening and forming a support for the gummed edge of the cigarette paper.

No. 1,388,733. TOBACCO SMOKING PIPE. Henry J. McGuckin, New York, N. Y., Patentee.

A smoking pipe comprising an integral spherical bowl formed with an integral stem radiating therefrom, said bowl having an opening therein diametrically opposite said stem, and said stem having a smoke passageway therein in axial alinement with said opening.

No. 1,394,292. SMOKING PIPE. William Ewart, Niagara Falls, Ontario, Canada, Patentee.

The combination with a pipe including a bowl and a stem having a bore communicating with the bowl, of a supplemental stem fitted in the bore and having a longitudinally extending passageway, the inner end of the supplemental stem projecting into the bowl, and external screw threads formed on the inner end of the supplemental stem, the supplemental stem having a longitudinally extending slot formed in its inner end communicating with the longitudinal passageway, and with the screw threads, the slot being adapted to be positioned at the lower end of the bore in the bowl.

No. 1,388,222. CIGARETTE HOLDER. Randey Vakilion, Brooklyn, N. Y., Patentee.

A cigarette holder comprising a mouthpiece, an apertured outer tubular casing, said apertured outer tubular casing provided with an abutment shoulder formed on the inner face thereof near one end, the opposite end of said casing being closed, and an inner tubular casing rotatably mounted within said outer tubular casing so as to bear against the abutment shoulder and the opposite end of the outer casing and provided with apertures adapted to register with the apertures formed in the outer casing, and means for limiting the rotary movement of said inner casing within said outer casing.

No. 1,394,622. ASH PROTECTOR AND CUTTER FOR CIGARS AND CIGARETTES. Richard A. Hoffman, New York, N. Y., Patentee.

An ash protector comprising a receptacle, adapted to surround a portion of a cigar or cigarette, substantially closed except at the tip end, leaving an air passage to the lighted end, and constructed of light-transmitting material to provide a visual control of the lighted end, and means to attach and hold in place the receptacle upon the cigar or cigarette.

No. 1,388,487. MACHINE FOR STEMMING TOBACCO. James P. Scoville, Troy, N. Y., Patentee.

A tobacco stemming machine including in combination a pair of leaf conveyers traveling side by side, one conveyer being longer than the other, a belt superposed upon the long conveyer, the long conveyer and superposed belt having co-acting stem flexing and gripping devices, and means for stemming the projecting butt part of the leaf after it has passed the short conveyer and while it is held by the flexing grip between the other conveyer and the belt.

No. 395,215. CIGAR BOX LID HOLDER. William M. Anderson, Minneapolis, Minn., Patentee. Patent assigned to Ideal Products Company, Minneapolis, Minn.

A cigar box lid holder comprising a spring bar having at one end a lid engaging fork and at its other end a box engaging fork, and a spring finger independent of the box engaging fork and having a box engaging anchor barb.

A CENSUS OF PORTO RICAN LEAFUSERS

One of the first acts of Jose Felix Vazquez, after his appointment as tobacco guarantee agent of the Porto Rican Government, and almost coincident with his arrival in New York, was to send out many thousands of post cards, in blank, to various factors in the tobacco industry, which requested depositions as to the kind and quantity of Porto Rican leaf used by the numerous recipients of these post cards.

Senor Vazquez has received in return almost as many thousands of cards, filled out, which give him the most accurate guage of the outlets for leaf ever compiled in the history of the tobacco industry.

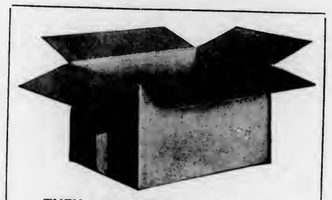
That the Porto Rican Government intends not to do things by halves in popularizing its guarantee stamps, and in protecting its great tobacco industry, that all in the trade may again flourish in the good old way, becomes the more evident as the machinery of the guarantee agency gets into concrete and practical action.

Scharff-Koken Mfg. Co.
ST. LOUIS, MO.

IF YOU WANT TO SAVE TIME and MONEY
USE
Corrugated Fibre Shipping Cases

Endorsed by Manufacturers and Jobbers who have learned that "A Dollar Saved is a Dollar Made"

CORRUGATED BOXES REACH YOU IN FLAT BUNDLES, LIKE THIS


THEY ARE QUICKLY AND EASILY SET UP, LIKE THIS

More quickly packed, require less space, and are cheaper than wood.

Sealed to meet all regulations, and reduce to a minimum breakage and pilfering claims.

Guaranteed to meet all requirements of Express, Parcel Post and Freight.

Reduce *your* shipping expense. Our prices have already declined heavily, and it will pay you to investigate.

Save money by writing us today, stating method of transportation used, weight of contents, and dimensions.

Scharff-Koken Mfg. Co.
ST. LOUIS, MO.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

LA FRESGURA:—42,315. For cigars. October 26, 1921. Hugo Duisberg, Phila., Pa. The trade-mark, though apparently not heretofore registered by any of our affiliated bureaus, is claimed to have been used by Charles M. Gudknecht, Phila., Pa., for over fifteen years, and title thereto is claimed to have been acquired by the within-named registrant by a transfer.

SAMUEL WOODFILL (THE WORLD WAR'S GREATEST HERO):—42,319. For all tobacco products. November 3, 1921. American Litho. Co., New York City.

A-STAR-ONE:—42,303. For cigars. September 19, 1921. Levi S. Levor, Attica, Ind.

YO-EDDIE CLUB CIGAR:—42,304. For cigars. October 5, 1921. Julius Turnauer, Bethlehem, Pa.

N. D. PRINCE:—42,305. For cigars. October 26, 1921. N. D. Prince, Trenton, N. J.

EARL MASTER:—42,306. For cigars. October 22, 1921. Earl Master, Chicago, Ill.

PETER GOEBEL:—42,307. For cigars. October 22, 1921. The Cavalla Tobacco Co., Milwaukee, Wis. The trade-mark, though apparently not heretofore registered by any of our affiliated bureaus, is claimed to have been used by Peter Goebel, and title thereto is claimed to have been acquired by the within-named registrant through mesne transfers.

GOOZAL:—42,308. For cigarettes. October 25, 1921. H. Keshishian, Brooklyn, N. Y.

ROSE OF ORIENT:—42,309. For cigarettes. October 21, 1921, Rosedor Cigarette Co., New York City.

FLOR DE BENDICKER:—42,310. For cigars. October 22, 1921. Leo Hirsch, New York City.

B. W. RAYMOND:—42,311. For all tobacco products October 28, 1921. The Moehle Litho. Co., Brooklyn, N. Y.

MAXMAR:—42,312. For cigars. September 21, 1921. Max Marker, Camden, N. J.

TRANSFERS

LA MODE:—5550 (U. S. Tobacco Journal). For cigars. Registered February 4, 1886, by Kohn Bros. & Co., New York City. By various transfers acquired by Consolidated Cigar Corp., New York City, and re-transferred to American Box Supply Co., Detroit, Mich., July 1, 1920.

CASABEL:—34,183 (U. S. Tobacco Journal). For cigars, cigarettes, cheroots and tobacco. Registered April 14, 1908, by American Litho. Co., New York City Transferred to Harry Friedman, Bethlehem, Pa., and re-transferred to H. M. Zeldenrust Co., Bethlehem, Pa., August 19, 1921

DON RIO:—18,862 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered March 8, 1898, by Witsch & Schmitt, New York City. Transferred to T. J. Dunn & Co., Phila., Pa., and re-transferred to American Box Supply Co., Detroit, Mich., July 1, 1920.

DECREE:—29,632 (Tobacco Leaf), and **30,261** (Tobacco Journal). For cigars, cigarettes, cheroots and tobacco. Registered May 15, 1905, by American Litho. Co., New York City, and **12,730** (Patent Office). For cigars. Registered March 27, 1906, by H. Sommer Co., Quakertown, Pa. The American Litho. Co.'s registrations were transferred to the H. Sommer Co., Quakertown, Pa., and re-transferred to American Box Supply Co., Detroit, Mich., May 12, 1920.

"TIOGA" BRAND IN SQUARE CONTAINERS

The Pumpelly-Howe Tobacco Co., Owega, N. Y., are going to pack their long-filler 5-cent cigar under the brand "Tioga" in beautiful lithographed square containers, fifty to the packing.

Mr. Howe reports a steady increase in their business and attributes this to the quality of the product.

DETROIT CIGAR DEALERS FORM ASSOCIATION

The Detroit Cigar Dealers' Association, with the following officers, has sent out a call for increased membership: R. E. Watkins, president; Charles Coombs, treasurer; J. F. Kennedy, secretary; G. C. Damon, Herman Lieberman, Bert Johnson, Charles Bird, Mel G. Soper, R. E. Watkins and Mose Collins, board of directors.

Secretary Kennedy has sent out the following call:

Letter to the Independent Retailer:

At a meeting held at the Board of Commerce on November 11, 1921, it was decided to increase the membership of our organization in order to bring more substantial support to the interests of the individual members.

In building up our organization through the enlistment of the most representative men in the business, we hope to form one of the strongest units of a NATIONAL ASSOCIATION.

The aim and interests of our Association are YOUR AIMS AND INTERESTS, and its welfare and success will be YOURS—INDIVIDUALLY.

It is very doubtful if any other merchandising subject has been discussed so widely or has caused so much worry and anxiety as "what to do about price-cutting."

The answer to the "problem," we believe, will be solved when more dealers will have the courage to look the situation in the face without flinching and arrive at a definite decision as what policy they will pursue. Then they must have the nerve to back their judgment to the limit.

So, put fear behind you and if you have the proper sort of judgment, use it. Know what it is costing you to operate your business—you'll be surprised to find that you cannot stay in business unless you make the full gross profit on every sale.

Association with your competitors and a frank discussion of the situation will hasten the bringing about of better conditions in your community. The case of the dealer who won't co-operate and insists on cutting prices, may worry you now, but don't let it sway your judgment. He will eliminate himself in time.

If you would be loyal to Yourself and Your Interests, you will not delay making application for membership in this Association and, as an active member, giving it your whole-hearted and loyal support.

Please fill out the enclosed application form.

FIRE SWEEPS PRINCE CIGAR FACTORY

The Prince Cigar Factory, 5-7-9 High Street, Trenton, N. J., was swept by flames early on the morning of November 17th, destroying cigars valued at about $8000, and partly insured, and damaging the building to such an extent that part of it will have to be rebuilt. Ralph H. Wilbur, treasurer of the company, stated that the building was fully insured.

A good supply of orders were on hand. About seventy-five people are out of employment as a result of the fire.

The fire is believed to have originated in the shipping room from an overheated stove.

"RED DOT, Jr." GOING BIG

Barnes-Smith Co., of Binghamton, N. Y., are going big on their "Red Dot, Jr.," a product that retails for five cents. This is another indication of the growing demand for cigars that can be sold for a nickel.

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37TH STREET
BROOKLYN, N. Y.
HIGH GRADE CIGAR LABELS AND BANDS
170 WEST RANDOLPH ST., CHICAGO, ILL.
723 BRYANT STREET, SAN FRANCISCO, CAL.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L. MANAGER
PASBACH-VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Gratiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

American Bands & American Labels
for AMERICAN CIGARS
Our Special Process and fifty years of experience are reasons why we produce Cigar Bands and Cigar Labels of recognized superior quality and character.
High grade Bands and Labels *do* increase sales of Cigars.
For the *BEST*, write us.
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
SINCE 1870

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys — Rappees — High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

YOUR BEST SALESMAN IS
A FINE CIGAR LABEL
WE PRODUCE ONLY THE *FINEST*
GOLD LEAF and BRONZE Work
Be sure and see *our* samples before placing your order.
Write or phone today so you will have them on your desk.
H. J. FLEISCHAUER
70-72 N. FOURTH ST., PHILADELPHIA, PA.
BELL PHONE, MARKET 3792

SHADEGROWN

Connecticut, Florida

and

Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

131-133 Water St., New York City

VOLUME 41 NO. 24

The TOBACCO WORLD

DECEMBER 15, 1921

Five Points Which Should Appeal to Every Cigar Manufacturer

No. 1
THE WOLVERINE BUNCH BREAKER saves 35% to 40% of the binders. Where in hand work more than one binder is usually used, this machine requires but one. It is a strictly SINGLE BINDER MACHINE even on the most tender leaf.

No. 2
By actual performance it has been shown that production with the aid of these machines has increased 40%. And the same quality of workmanship has always been maintained. There is no limit to its production capacity.

WOLVERINE BUNCH BREAKER
No specially designed bunch breaker's table required; Simply screws down to any table

No. 3
The simplicity of operation makes it easy for inexperienced girls to operate them. When once adjusted it automatically warns the operator of the use of too much or too little filler. This eliminates "choakers" and too loosely rolled bunches. It always makes a uniform spongy free-drawing bunch. No twisted fillers.

No. 4
Makes any style or shaped cigar. For PERFECTO shapes a specially designed roller is furnished. Open or closed head work obtained with perfect satisfaction.

No. 5
OUR THIRTY DAYS' TRIAL enables you to prove for yourself all of the foregoing features. Shipped to you by prepaid express or parcels post without a cent of cost to you. No obligation on your part except to try it.

WRITE FOR ONE TODAY

PULTE-KORRECK MACHINE CO.

Manufacturers of
Wolverine Bunch Breakers and Wolverine Cigar Packers for Boxes and Round Tins.

GRAND RAPIDS
MICHIGAN

How Wooden Boxes Help to Condition Cigars

A WOODEN BOX is the logical container for cigars because wood is the only material adapted for packing cigars that is POROUS.

Cigars are always packed in a moist condition to prevent the cracking of the wrappers. Wood, being porous, absorbs this excessive moisture. That is why cigars packed in wooden boxes season under ideal conditions and mellow in their own fragrance.

The fact that no substitute has been found which absorbs moisture, or "ages" the cigar, as does the wooden container, explains why the most experienced cigar manufacturers continue to use the wooden packings *exclusively*.

Advertisement

CHANCELLOR Cigar

For years distinguished by its excellence
The Acknowledged Leader
Among Mild Sumatra-wrapped Havana Cigars

SAN MARTIN & LEON COMPANY
TAMPA, FLORIDA

Manufacturers of

HIGH-GRADE MILD HAVANA CIGARS

Under their Brands:

"SAN MARTIN y LEON"
"HOYO DE CUBA"
and
"EL BRICHE"

YANKEE BUNCH MACHINE

SAVES 30% TO 40% ON BINDERS.
MAKES BUNCHES EQUAL TO HAND MADE.
PRODUCES MORE CIGARS AT LESS COST.
WORKS EITHER LONG OR SHORT FILLER.
INEXPERIENCED GIRLS QUICKLY TAUGHT.

Made in five sizes —4", 4½", 5", 5½", and 6" wide.

Millions of nationally known brands are now being made in factories equipped with this machine.

The original cost is so small you cannot afford to buy any other machine.

American Box Supply Co.
2309 Russell St. DETROIT, MICH.

LA PREFERENCIA. CIGAR

A SUCCESS BASED ON PERMANENT QUALITY

STICK TO Cinco - IT'S SAFE

OTTO EISENLOHR & BROS. INC.
PHILADELPHIA —— EST. 1850

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CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

PRIVATE BRAND ACCOUNTS WANTED

PRIVATE BRANDS—From the very best to the cheapest grades. A few more accounts desired, large or small. Careful selection of tobacco, excellent workmanship. Close prices, reliable manufacturer. Address Box 2162, Tampa, Fla.

FOR SALE

WHEN YOU NEED CIGAR MOISTENERS, LID HOLDERS, Price Tickets, Card Holders, Display Stands, etc., write W. C. Roy & Co., 204 East Lemon Street, Lancaster, Pa.

100 BARRELS CONNECTICUT BOOKED AND STRIPPED and Booked Fillers. Very reasonable price. Max Rosenfeld, 220 State Street, Hartford, Conn.

TINFOIL FOR SALE—2000 pounds of Star pattern tinfoil for a 5¼-inch cigar. A low price to interested party taking all of it. Address Box 434, care of "Tobacco World."

FOR SALE—STRIPPED AND UNSTRIPPED HAVANA TOBACCO of various types—also some wrappers, at attractive prices. Samples available. Y. Pendas & Alvarez, 4 White Street, New York City.

HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
122 Second Avenue New York City

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

The Tobacco World
Established 1831

VOLUME 41 DECEMBER 15, 1921 No. 24

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

75%

The U.S.A. is trying to get back to pre-war price levels.

This means that SEVENTY-FIVE PER CENT of American Smokers are looking for a good five cent cigar, insisting, in fact, that the trade bring back the old time Nickel Smoke.

Between us! Isn't that the reason why those Class A, HAND-MADE, LONG FILLED MANILA cigars are so much in demand to-day?

THEY DO FILL THE BILL

More Manila cigars are being smoked in the U. S. A. than at any other time in the history of the trade.

In many sections certain Manila brands are stabilized, and wholesalers and dealers who have been active in building this trade are winning business and taking profits in spite of adverse general business conditions, which proves that it can be done, and that

THERE'S MONEY IN MANILAS

Manila factories are offering many attractive shapes and sizes to satisfy absolutely the SEVENTY-FIVE PER CENT.

YOU NEED THIS BUSINESS

Bigger and better cigars in Class B and C to satisfy the natural demands of SMOKERS WHO KNOW MANILAS are being offered the American trade in a wide range of sizes and prices.

List of jobbers, importers and manufacturers on application

MANILA AD. AGENCY, (C. A. Bond, Mgr.)
15 William Street New York

ROBERT EMMET
CIGARS

20,000,000 ROBERT EMMETS
will be needed this year to fill the demand created by their superior quality

Blended by the Master Blender, Charles J. Spietz

BREVAS SIZE
10c

MANUFACTURED BY
SPIETZ CIGAR COMPANY
Harper & Seneca Streets Detroit, Mich.

ALWAYS ON GUARD

to be in a position to supply you with quality cigar boxes in large or small lots at short notice.

MONROE JARRETT SONS
MANUFACTURERS OF
CIGAR BOXES
S.W. COR. RANDOLPH & JEFFERSON STREETS
PHILADELPHIA, PA.

Play the winner!

Prince Albert has never stopped for a minute in making sales gains and in making fast turnovers! That's because it has the quality! It stands to reason that it pays you to give P. A. the center of the stage in your store! You can figure it out that every display you make of Prince Albert, and every good word you put behind it, means just that many more satisfied customers—and faster cash comeback! And, that's what blows the whistle these days!

PRINCE ALBERT
the national joy smoke!

R. J. Reynolds Tobacco Co.
Winston-Salem, N. C.

Volume 41

THE TOBACCO WORLD

Number 24

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, DECEMBER 15, 1921 Foreign $3.50

BUSINESS BUILDING

BY A TRAINED BUSINESS MAN AND ADVERTISER

WRITTEN ESPECIALLY FOR THE TOBACCO WORLD BY A.E.P.

ALL RIGHTS RESERVED

A CORRESPONDENT tells an interesting story about an old retailer who was very fond of fishin'; only instead of fishing for the piscatorial article from the green waters of the bay, he fished for customers from the show-case of his store.

He had learned to be a card-writer, and his hobby was the study of human nature and the art of manipulating it to drop coins in his cash register.

He called it "fishin'" and he took as much pleasure in the practice of the art as did the most ardent fisherman in casting the line and gathering in the finny tribe.

He said he could sell anything, no matter what it might be. For instance, at one time it would be briar pipes. He would pitch a lot carelessly in the show case, with one on top, attached to his placard. This placard would state how Marshal Foch smoked fine cigars in public, but that he liked nothing better than sneaking off, getting out his old briar and his favorite brand of tobacco and enjoying real life.

He would also have interesting stories to tell about briar pipes and he would recite anecdotes of writers, artists, sculptors and statesmen who smoked as they worked, and claimed it gave them inspiration for their task.

And he sold the pipes.

He got a lot of fun from his hobby and money from his salesmanship. That's the kind of hobby to have.

The next traveling salesman who calls on you ask of him the following question—"Which is the most important; that you sell to the retailer, or that the retailer sell to consumers?"

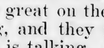
Then listen to what he says. He may let some pearls of wisdom fall from his lips which will help you greatly in your business. And it is quite possible that your question may stir him up to the desirability of him co-operating with his retail customers in the good work of selling.

There is not a particle of doubt but what the traveling salesmen should be just as much interested in your selling goods freely as you are interested yourself. But how many of them give expression to this interest? Mighty few, I opine!

They should be as particular as you are to sell you goods that will be good sellers with you. They should be keenly anxious to have you sell rapidly and repeatedly. This anxiety should be so tense that they should learn all the pointers they can from wide-awake dealers and should pass them on to you.

They should tell you how to dress your show window, how to fix your show-case, how to arrange your store, how to display signs, how to talk to customers, and should tell you various kinds of stunts to attract people in your store.

Between the traveling salesman and his retail customers there should be the closest kind of co-operation to make the retailer a larger, better and more prosperous distributor.



Next to the goods themselves one of the most important factors in the selling of them is talk; just talk.

A good many dealers are great on the spiel. They keep their tongues a-wagging, and they make a continual noise. They think this is talking. But it 'aint. It is merely chattering. It is pushing the air around, uttering words and saying nothing.

Real talking consists in imparting either useful or interesting thoughts to another—and that requires brains, knowledge and skill.

Real talking also consists often in listening. Every man is naturally either a talker or a listener. And your

first duty is to find out which. If he is a listener, you should lead in the talking. If he is a talker, you should do the listening.

Most people like to talk to a good listener. A good listener should be deeply interested. He should keep his eyes fixed upon the lips of the talker. He should from time to time utter a syllable of assent, and at the interesting points should let his eyes wander to the eyes of the talker and lighten up with appreciation. He should gently lead the conversation into proper channels, or keep it there, by appropriate queries and remarks.

This art of listening is the most subtle flattery you can pay to a man. It will capture him any time. And he will come to your store, and buy, and talk and repeat the performance every day in order to enjoy the delectable pleasure it affords him.

What are you in business for?

If your mind runs parallel with the minds of people ten or twenty years ago, you will answer right out loud, without a moment's hesitation that you are in business "to make money."

But if your mind runs parallel with the advanced thought of today you will say that you are in business to be of service to the world—to furnish people with what they want, at the lowest price you can sell it and in the most cheerful and satisfactory manner.

In other words: you are in business TO SERVE: just as our President and all our officials were elected TO SERVE.

Fortunately we are just beginning to live in the happy days when "They that serve the most are rewarded the most."

A short time since the world was not thus. A few years ago we practiced deceit and chicanery. We "did" people. We worked at cross purpose, you see. Today, how different! There is no cross purpose; no double motive. We simply do one thing—WE SERVE—and the more we serve, the better we serve, the more useful we are, the more people come and trade with us, and the more money we make.

Did it ever occur to you that this thought, and the following of it, are going to bring a wonderful change in the world: that it will add greatly to our prosperity, pleasure in doing business and happiness all along the line?

It will.

Are you a specialist? If not, you want to get in that class, for a business lecturer spoke truly the other day when he said that every line of business activity is calling for specialists, and he who does not qualify may have rough sledding in future.

That means YOU, friend dealer, and you don't want rough sledding, because it is mighty uncomfortable.

But how in the name of the Great Horned Toad are you to become a specialist? you ask in dismay. I haven't room here to tell you, because it would fill a book. But I will give you just three hints which, however, are worth all the other hints put together.

Hint one; learn about your goods from the time the seed was planted to the moment you have them in your hand. Hint two, learn human nature. Make a deep and continuous study of it with all the power of your mind. Hint three, use your knowledge in your business when buying, when selling.

People are interested in the goods they smoke, and they will listen with interest if your knowledge is thorough and if you talk pleasingly. Also there is a subtle art of influencing people which super-salesmen have acquired, and which you too can gain if you will make the study and effort.

If then you acquire this knowledge of your goods, and of human nature, and use it with skill, you become a specialist—and a specialist in these and the coming days will make all kinds of money, regardless of the business he is engaged in.

Let us think some big thoughts. Let us "suppose." Suppose you had to pay fifty million dollars several months from now, and suppose the fellows who could lend you the stuff wanted to exact such terms that it might put you to the willies.

What would you do?

That's what Henry Ford said he was up agin', and he up and told a trade secret. Told how he wriggled out of his plight. When you come to analyze it however, it was the same old story. The story of doing things which leads to success; the ignoring of which leads to failure.

He increased his efficiency, and he economized. That's all.

Simple; 'aint it?

And yet it put fifty millions ducats in his jeans and lifted him out of his quandry.

He reduced his stock—sold a lot, for cash. Made up all his raw material and sold the autos thus made. Bought supplies every month instead of every six months. He reduced the number of his clerks, the number of his foremen, shifted men to the factory, so they became producers, instead of non-producers. These, and a few other things.

I took a lesson from him, and it is keeping money in my jeans. Why don't you? How? Why, thusly: Get out your shelf lizards and sell 'em off, any price. Buy smaller bills and more frequently. Watch your sales closer and get your stock into quick turnovers. Discount your bills. Be a better businessman. Put more steam and energy in your business, particularly in the selling.

Thus will you be doing just as Henry did. And at the end of several months you will have more money than otherwise—just as Henry had. I won't say it will be fifty million dollars, for it may be a few dollars short of that; but it will be some money and it will make you feel mighty good.

Mrs. Blank (to laundress)—"And how is your newly married daughter getting on, Mrs. Brown?"

Mrs. Brown—"Oh, nicely, thank you, ma'am. She finds her husband a bit dull; but then, as I tell her, the good ones are dull."

DETROIT

Harry Bump Entertains Sales Staff—Tom Monroe Springs a New One—Holiday Displays in Windows of Central Cigar Company—Babson in Town.

Detroit, Mich.,
December 10, 1921.

BUSINESS BOOM is near.

Return of business prosperity, before the end of the summer of 1922, was predicted by Roger W. Babson, in a speech at the Armory here on December 1st, when he paid his annual visit to Detroit. He says, in part, the present industrial depression will reach its lowest depth some time in the spring, and immediately after will show an upward trend.

Mr. Babson is known as the world's "foremost and famous statistician" and is also called the "modern Saint Paul" of business.

Holiday activities have shown great improvement during the past week, retail stores are prepared for the rush which has already started. Cigars packed in fortieths, special Christmas cartons of cigarettes, and smoking sets of attractive designs, have been on display for the past ten days, and the prospects look good for a big holiday trade.

Central Cigar Company's chain of retail stores have all their Christmas windows in, and they are among the most artistic in the city. Miniature Santa Claus with the old-fashion chimney, stockings, etc., pipes, smokers' articles and many popular brands of cigars make their displays most attractive.

Harry Bump (J. L. Marcero & Co.) entertained his staff of salesmen at a dinner and afterwards took them to the Roger W. Babson lecture on "Business of the Future." The salesmen greatly appreciated and enjoyed it. Mr. Bump never tires in his efforts to keep his salesmen posted as to the prospects of future business.

C. D. "Condax" Shelley, the cigarette king (E. A. Condax & Co.) is out with his Christmas trees, "not for the little kiddies," but to decorate the windows of the cigar stores. And believe me, he has them everywhere.

Keep your salesmen posted on the tobacco industry, by giving them a year's subscription to THE TOBACCO WORLD.

E. C. Essinger (P. Lorillard Co.) succeeds "Jimmie" Lyons as division sales manager of the plug and smoking department, for the State of Michigan.

Mark Levine (H. Duys & Co., Inc.), Sumatra and Java tobacco, was a recent visitor to the city calling on the manufacturers.

Bob Ellis (Sanchez & Haya) recently paid his respects to our city. Bob informed me he was getting some nice orders and had bright prospects for the holiday season.

Carl Allen (Pyle & Allen), Cleveland, Ohio, spent a few days in Detroit, looking over local conditions.

D. F. McVey (Stephano Bros.), "Rameses" cigarettes, is doing some hard work, and shoving his brand to the front. "Mc" says "business could be better, yet he has no reason to complain of the Christmas business."

Cigars, via the dice box route, would be cheaper for many men, if wishes were horses on the house.

Garland Cigar Co. have a beautiful showing on "El Nema" cigars. One of the most attractive window displays in the city is made up of "El Nema" cigars. John A. Yagley, Jr., sales manager, says he is "very well satisfied with the progress the brand is making, and my star salesman, Dean Robson, is ever on the job."

Dave Jenks (G. H. P. Cigar Co.), of "El Producto" fame is rusticating in Toledo, putting on the finishing touches, prior to the holiday season. From reports he is giving the city a "whirlwind finish," and hitting on all eight cylinders.

If the young man loves the young lady,
That's his business.
If the young lady loves the young man,
That's her business.
Should they get married and want
Cigars and cigarettes,
That's our business.

H. A. Beeru (Schinasi Bros.), "Natural" cigarettes, is with us again. H. A. says his "brand is going fine, and they are making them better than ever." I know he is right, for the tin of one hundred he gave me sure did taste fine.

Many attractive window displays are seen all over the city this week featuring fortieths in all brands, reminding the shoppers that this is the opportune time to lay in their Christmas supply, while the getting is good, as there is no doubt that there will be a shortage in this packing.

Henry Toplitz (Pasbach-Voice Lithographing Co.), Brooklyn, N. Y., was a recent visitor to the city looking over the situation. Henry informs me that his company is to open up a branch office here on January 1st, so no doubt we will see more of Henry during 1922.

"Dutch Master" cigars (J. L. Marcero & Co., distributors) are receiving prominent advertising throughout the city of Detroit for the month of De-

cember. More than a hundred billboards featuring this popular brand are to be seen on thoroughfares.

"Les Payette" (Hemmeter Cigar Co.), "Banner" and "Champion" potentate is ever on the job and working hard. "Les" is a "Champion" salesman and is often seen marching around with his "Banner."

"Candidates in the olden times kissed the babies; but now the mothers can vote and smoke."

One of the most attractive cigars stores in the city, is located in the Book Building, on Washington Boulevard, where every brand of imported and domestic cigars that may appeal to the most critical smoker, is stocked in the humidor. The congenial proprietor, Charles Bird, is one of the best known men, and an old-timer in the trade; Charles is ably assisted by Miss Katherine Heybour and Miss Bessie Grunwell, who are both well experienced salesladies in the cigar business, having seven years' service to their respected credits. "Courtesy and good service to all" is one of their cardinal virtues.

Tom Monroe (Spietz Cigar Co.), "Robert Emmet" cigars, sprung a new one on me the other day, Tom says, "Mike, we are manufacturing 'Robert Emmet, A la Henry Ford, One Model, in Tin Only.'"

H. A. Asby, Murad Department (P. Lorillard Co.), New York Office, has been in the city looking over conditions on his brand. Division Manager H. G. Hoyt had him in charge, showing him over the city.

Jos. Hallinan (J. L. Marcero Merc. Co.), Pontiac, Mich., was a recent visitor to Detroit. Joe says "business in my town is very good, considering the present automobile slump," but being an optimistic kind of a fellow, he says: "The spring time will be different."

Tom Dean (G. H. P. Cigar Co.), "El Producto" cigars, was a recent visitor to Detroit, calling on his local distributor. Tom tells me "El Productos" are going bigger than ever, and says "the Christmas orders were great."

"Fatima" cigarettes have some very attractive window displays through the city, and from reports this brand is showing some speed, and is well entrenched in the hearts of the smokers.

Mr. Cigar Manufacturer and Mr. Cigar Dealer, your salesmen and clerks will appreciate the newsy news in THE TOBACCO WORLD, give them a subscription for the New Year, 1922.

Tom Monroe, vice-president (Spietz Cigar Co.), of "Robert Emmet" fame, has just returned from a trip west. While in Denver, he placed "Robert Emmet" cigars with Morey Mercantile Co., who will distribute same throughout Colorado, Utah, Nebraska, Wyoming and a part of New Mexico.

Thomas W. Powell (American Cigar Co.), the "El Roi-Tan" booster, is doing some fine work here. Tom has some fine lineups and from the way it looks, "El Roi-Tan" will be one of the leaders very soon.

Corbin Bros. Sign Studio, 229 Gratiot Avenue, is a scene of busy activities these days, and I want to tell you, they are past masters in sign work. They specialize in signs for cigar manufacturers, jobbers and retail dealers. Give them the once over when you need signs.

Henry T. Payette (Wm. Tegge & Co.), "Sol-Smith Russell" cigars, reports his business good and the future prospects look good to him. Henry says "his holiday orders were nice and fat, and he got his share."

Harry Rinaldo (Central Cigar Mfg. Co.) has been with us for a few days, looking over the distribution and sales of "Na Bocklish" cigars.

Frank Horning (Arnold Tietig & Son) "El Cruzador" speed artist, and Bill Thornton, local ambassador on the same brand, are doing the city together and from reports they are *some workers!*

Fred S. Saltz (M. Melachrino & Co.), the No. 9 boy, is out bright and early these days. The evidence of his work is shown by many window displays and attractive pictures hung in conspicuous places. Fred tries to get you with his number *nine;* if he fails, he shoots number *four* at you, and says, "Try, try again." You have the right idea, Fred, go to it.

The daily newspapers are featuring advertisements on many popular brands of cigars, *viz.:* "Dime Bank" (Mazer Cigar Co.), "The Harvester" (Consolidated Cigar Co.), "Bankable" (N. N. Smith Co), "Robert Emmet" (Spietz Cigar Co.), "El Producto" (G. H. P. Cigar Co.), "Blackstone" (Waitt & Bond, Inc.) and "La Palina" (Congress Cigar Co.).

Detroit was again recently honored by a prominent guest, Admiral William S. Sims, U. S. N. He was the guest of the Sons of the American Revolution and gave an address at their banquet in the evening at the Hotel Statler. The Admiral was royally entertained, and before his departure, made a tour of inspection to the various automobile plants.

"A Christmas for Every Kiddie in Detroit," is the slogan at B. of C. rally, of The Detroit Old Newsboys' Goodfellow Club. Representatives from every business and profession, men known for their wealth, influence or activities as well as men who had gained but a modest place in the city's life, sat shoulder to shoulder, and united in a determined cheer for their slogan. On Monday, December 19th, after the annual parade and band concert the Old Newsboys will select prominent downtown corners, and sell the daily papers, the proceeds to buy gifts for the poor children of Detroit. Herman Lieberman, manager of the Central Cigar Co. is one of the active members. Herman will take up his usual stand downtown, and "Oh! ye brethren," who try to pass him by, Herman's slogan is "Dig until it hurts."

Cheer up! Boys, Christmas Eve falls on pay-day!

With best wishes to all for a "MERRY CHRISTMAS," and you will hear from me again on the New Year.

Yours,

Mike of Detroit

"CINCO" HAS RECORD YEAR

Vice-President Ben R. Lichty, of Otto Eisenlohr & Bros., Inc., states that 1921 has been a banner year for their factories More "Cinco" cigars have been sold than in any previous year in their history.

This is due to the fact that they were able to increase their production and thus give the trade all the "Cincos" they needed. Increased capacity also enabled them to open new territory.

Monroe Jarrett Sons are now installed in their new factory at Randolph and Jefferson. This greatly increases their capacity. A fine set of business offices are an added improvement.

A CIGAR MENU

The Strand Smoke Shop, "where fine cigars are kept fine," in Otsego, Mich., has printed the following "Cigar Menu" for the benefit of its present and prospective customers:

Charles Denby, James G. Blaine, and *Henry George,* were looking at the *Map-a-Cuba* for the location of *Little Havana.* They were anxious to meet *Rose-O-Cuba,* a *Havana Beauty,* who wore *Havana Ribbons.*

It was an *Aboriginal Knight* and a large *White Owl* gazed down through *The Elms.* They had a misunderstanding with the *Dutch Masters,* who insisted they had been *San Feliced,* and took the *Real Americans* to the *Court Royal* where *Judge Wright* rendered a *Decision* of *Humo, Victory.*

"Watt," said *R. G. Dun* running his fingers through his *Van Dyke* beard "does the *Champion Chancellor Throw Out* the *Tecumseh Chief?"* Just then *Robert Burns,* wearing his *Knickerbockers,* and leading *Little Bobbie,* a *Chic* of the old block, by the hand, met *Robert Emmet* and the three mounted the *Harvester,* who made a *Swift* getaway down the *Lincoln Highway.* They suddenly stopped at the sign of the *Red Dot.* At this point they were met by *Stephen Girard* and the *New Bachelor,* who exclaimed, *"El Dallo* and *El Verso."* From there they came to the *Paper City* and met *Miss Otsego,* the *Little Beauty,* dressed in *Broadleaf.* She was at The Strand Smoke Shop, entertaining *Roi Tan, La Preferencia* style. Noted guests present were: *Miss Detroit, Fanny Davenport, Prince Sago, Prince Hamlet, Antonio and Cleopatra,* and *Richard Mansfield.* Refreshments served were, *Portage, Elbeporo, La Palina, Cinco* and *El Portana.*

Notes and Comments

John W. Merriam has recently left for a brief trip to Tampa, Fla.

A. L. Sylvester, president of the American Cigar Company, is among those inspecting the leaf market in Havana.

"Don Antonio," a cigar produced by H. Anton Bock and Company, in New York is finding favor in the Northwest due to the efforts of A. J. Knepley.

The E. H. Gato Cigar Company is preparing to remove its New York headquarters from 203 West Broadway, where they have been for a number of years, to 16 Hudson Street.

Following the change in the "La Preferencia" cigar to a Java wrapper, sales records on this brand of the American Cigar Company show a decided increase.

Stone-Ordean-Wells Company, of Duluth, Minn., havae recently taken on the distribution of the "Perfecto Garcia & Bros." cigar. It will be handled by them in fourteen sizes.

Cigar Advertisers—Have a Heart!

In one only of the two large Buffalo evening newspapers during the month of October, there appeared copy for no less than nine nationally advertised cigars, viz.: Blackstone, Gerard, White Owl, El Producto, Meditation, New Currency, Robert Emmet, La Palina and R. G. Dun, and not a single cigar advertisement in The Buffalo Evening TIMES with over 80,000 circulation daily.

On certain days copy for as many as FIVE of these brands appeared simultaneously; each competing for a share of that one newspaper's buying power only.

This copy was placed on the easy (?) theory of using only the largest evening circulation and that is how it worked out.

And all the time the other half of the Buffalo field, covered by The Buffalo Evening TIMES with over 80,000 circulation daily, was left absolutely uncovered and untouched by these ambitious cigar advertisers, while they were scrambling like football players for about 50% only of the available Buffalo market.

It is a very strange thing that both the world famed smoking tobacco and cigarette manufacturers all feel it is necessary and profitable to use not one but BOTH the two large evening papers in Buffalo—the combination used by ALL large local advertisers no matter what their line of business.

Mark Twain claimed to be a moderate smoker because he said he only smoked one cigar at a time. Have a heart, cigar advertisers, most men are like Mark Twain in this respect. Why try to make smoked herrings of them—it can't be done and, besides, just think what the results will be for the first one or two cigar men that wake up and have the entire 80,000 Buffalo TIMES field all to themselves.

Let us see now who will be the live ones in this cigar bunch to wake up!

The circulation growth of the BUFFALO Evening and Sunday TIMES has made the present advertising rate of these two papers the LOWEST per line per thousand circulation of any paper in New York State.

VERREE & CONKLIN, Inc.

NEW YORK CHICAGO DETROIT PORTLAND, ORE.

TAMPA

Cigar Manufacturers' Association Leases Downtown Office — Factories Rushing to Fill Holiday Orders.

Tampa, Fla., December 10, 1921.

CHRISTMAS spirit is strongly in evidence everywhere in Tampa. The fresh air, laden with a mixture of pine-spiced aroma from the forests and ozone from the Gulf, enters the lungs of the busy crowds hustling along the streets, doing their early shopping of the season, and infuses vigor and cheer that reflects in the countenances of residents and visitors, that are coming to the city in swarms from every point of the compass.

Inspired by this ambient of pleasant complacence, my ideas naturally deviate from the worries of our past troubles, to become engaged in the contemplation of the wonderful strides Tampa is making towards her metropolitan aspirations. Hardly a day passes without seeing the foundations of a new building laid, or the finishing touches on another while the tenants are hurriedly moving in, or car tracks added, or street improvements made. The most recent of these was the inauguration of the new White Way in Tampa Street last night, extending for four blocks from Lafayette to Polk; the property owners have paid for the installation of forty ornamental light posts, each with a cluster of five lights, according to an agreement made with the city.

And in mentioning this public improvement, it would not be amiss to announce that the Cigar Manufacturers' Association have engaged elegant quarters for its secretary's office in the Lucas Building just finished, at the corner of Madison and Tampa Streets, now illuminated at nights by the aforesaid White Way, and one of the most up-to-date centrally located office buildings in Tampa.

Another improvement worthy of special mention is the Gandy Bridge spanning Old Tampa Bay between Tampa and St. Petersburg, that will shorten the land route by twenty-four miles and the water route by three miles, extending for six miles from end to end, with a 24-foot roadway. The construction plans call for a concrete bridge 13,490 feet long, and sand-fill causeways of 16,900 feet length. This bridge is designed to support two loaded 15-ton trucks racing abreast, without damage to the structure, which will rest upon a bed of solid rock. This structure, which has been contemplated for some time and delayed on account of the war, will cost about a million and a half dollars now, because of the reduced cost of materials and labor, and its financing is assured with strong possibilities that work will be started early next spring.

Wherever the mind turns in and around Tampa nothing but the most encouraging thoughts could be entertained. Two new bridges across the Hillsborough River to accommodate traffic to the west side of the county; port developments with needed docks, warehouses and belt railroad tracks to meet the requirements of hundreds of ships that will tie up in the harbor to load and unload cargoes which are coming by rail from points across the continent and by vessels from ports beyond the seas. Bay Shore improvement by a continuous bulkhead and paved road around the bay front to Port Tampa, which means bathing beaches and amusement parks for the comfort of residents and visitors. One hundred miles more of county roads, and many other projects of near execution, too numerous to be mentioned in a letter, are included in the program that is getting deeply rooted in the minds and hearts of Tampa's enterprising people.

On the other hand, the next South Florida Fair, an annual event in Tampa that will commence on the 2d of February next, promises to exceed all past performances. The local diversified industries alone that so far have applied for space, exceeds fifty, with others to come yet; and these, with the other sections of the fair, which already have attained international importance, will swell the number of visitors next spring to unprecedented numbers.

Turning around to other topics of closer interest to the cigar trade, I will record the return yesterday from Washington, of the special committee sent by the Cigar Manufacturers' Association, to present a strong protest to the Senate Finance Committee, against the proposed increase of import duty of ten cents a pound on tobacco filler and twenty-five cents a pound on tobacco wrapper, contained in the tariff bill now under consideration. The committee was composed by E. Pendas, L. Cuesta, Jr., and Attorney K. I. MacKay, of the Association, who were ably assisted in Washington by Senator Duncan U. Fletcher, of Florida.

While this committee was only two days in Washington, where strong delegations of tobacco manufacturers were present from all parts of the country, to protest against the obvious injustice of adding more financial burdens to the tobacco industry of the United States, its presence was felt at the hearing through the technical explanations of the spokesman for the Tampa delegation, Mr. Pendas who could throw new light on the arguments from different angles only known to men

(Continued on Page 18)

EISENLOHR'S CIGARS.

We take this occasion to thank our customers for the record volume of business they have given us this year and to extend our best wishes for a

Merry Christmas

and a

Happy New Year

Otto Eisenlohr & Bros. Incorporated

Philadelphia, December 25th, 1922.

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

A FORCIBLE plea against the rate of $1 per pound proposed in the Fordney tariff bill for application against Turkish tobacco in order to bolster up the American industry, was entered by witnesses before the Senate Finance Committee representing the cigarette manufacturers of the United States.

The case against duty was made out by Junius Parker, of the American Tobacco Company. He declared that the American-grown Turkish tobacco was in reality California tobacco and only slightly resembled the mother-product. It would not serve as a substitute for the imported article, he said, and he offered as an evidence of that the statement that when, during the war, an effort was made to use it in the production of certain well-known brands failure resulted. "These brands are dead now," he told the committee.

It was brought to the attention of the committee that the Secretary of the Treasury during the consideration of the revenue bill, stated that the tobacco industry had about reached the stage of tax saturation and that it could not well absorb more.

There is annually imported into the United States about 40,000,000 pounds of Turkish tobacco at a duty of 35 cents per pound. If this rate is increased to $1 per pound, as at present provided for in the Fordney bill, the added tax would amount to $26,000,000 and inasmuch as the annual production of cigarettes in which this tobacco is used in whole or in part amount to about 50,000,000,000, the tax would amount to an additional five cents per one hundred cigarettes.

Interesting statisties of the growth of cigarette consumption were furnished the committee by Mr. Parker. The industry has increased from a production in 1910 of only 8,000,000,000 cigarettes for home consumption, to 53,000,000,000 in 1919, the peak year. This was not due to the war when consumption was supposed to have greatly increased among the soldiers, but was due to the perfecting of blends in tobacco, making a better article.

The witness impressed upon the committee that if the manufacturers had to add anything more to the price of cigarettes now when every effort is being made to lower the cost to the consumer, it would not be possible to go ahead and, further, the South would be hard hit because in the production of blended tobaccos in 1918 alone, 96,000,000 pounds of domestic tobaccos were used.

Support for the dollar-rate was furnished by Senator Shortridge, of California, who dwelt on the glories of California and the superiority of articles produced there. He told of the production of Turkish tobacco in the State and introduced Alfred Aram, of New York City, representing the Associated Tobacco Growers of California.

Mr. Aram charged that the cigarette manufacturers of the United States were intent on destroying the Turkish tobacco industry in California because it would not be possible to control the latter as it has been possible to control the production abroad. For this reason largely, he said, his Association had been unable to sell its 1919 and 1920 crops, which are still in their warehouses in California.

He denied that the California tobacco in question differed from the imported product, stating that this would be borne out in tests that could be made.

The figures offered by the witness in support of his testimony were confusing, and led to the belief on the part of the Senators that the American Turkish tobacco could be produced and sold at prices lower than the imported tobacco would cost, duty paid.

"I understand that the industries usually asked for protection where the foreign products undersold them," said Senator Simmons, "but here the foreign product seems to sell at twice the domestic product." The Senator was referring to some statements made by Senator Shortridge in presenting the subject. Later in the day Mr. Aram declared that it cost $1.25 per pound to produce the domestic product, and that it had to be sold at $1.50 to permit a reasonable profit, whereas it was possible to buy imported tobacco of the same grade in bond at about 30 cents per pound, or approximately half the price of American tobacco duty paid.

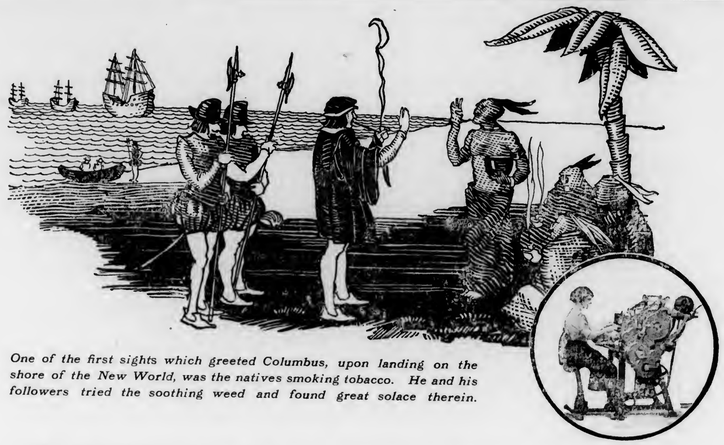
The Californian stated that production rose from 500 pounds in 1906 to a peak production in 1919 of 1,525,000 pounds. Production dropped in 1920 to 700,000 pounds, both of the latter quantities remaining on hand because of the inability of the witness to effect a sale, and so the 1921 crop dropped to 30,000 pounds. Unless the rate of $1 per pound is retained in the bill, he declared, the California growers would be compelled to cease production.

Both the cigarette and cigar industries were well represented at the hearings. A great deal of consideration was given all witnesses and they had all the time that they needed in which to present their arguments.

There was a conflict of opinion between the importers of tobaccos and representatives of the domestic growers from Connecticut. Senator Fletcher, of Florida; Enrique Pendas, of Tampa, Fla., and Joseph Cullman, Sr., of New York, opposed increased tariffs on wrappers and fillers on the ground that it would impose

(Continued on Page 16)

UNIVERSAL HISTORY OF TOBACCO



One of the first sights which greeted Columbus, upon landing on the shore of the New World, was the natives smoking tobacco. He and his followers tried the soothing weed and found great solace therein.

ANOTHER New World discovery, which has a decided influence upon the tobacco business, is the fact that filler stems may be converted into filler tobacco with the Model F, Universal Tobacco Stem Crushing and Booking Machine.

Increase Your Filler Tobacco Yield from 15% to 25%

In hand stripping 100 pounds of filler tobacco, from 15 to 25 lbs. is lost in stems and "scrap." This waste costs you just as much per pound as the rest of the tobacco which you actually convert into cigars. Why should you waste it?

The Model F Universal Tobacco Stem Crushing and Booking Machine crushes the stem to the same thinness as the leaf, removing the gum moisture, and delivers the entire leaf (stem included) ready to be "worked."

Cigars made with Model F stem-crushed tobacco smoke perfectly. In taste and aroma, these cigars are just the same as those made of "stripped" tobacco.

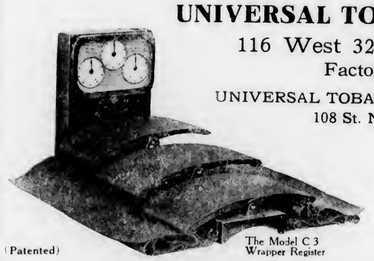
Cigar manufacturers are now turning their filler stem waste into cigar profits with the Model F Universal Machine. This saving affords them from 15% to 25% margin on their filler tobacco.

Full Information on Request. Write Now.

UNIVERSAL TOBACCO MACHINE COMPANY

116 West 32nd Street, New York, U. S. A.
Factory: Newark, N. J., U. S. A.

UNIVERSAL TOBACCO MACHINE COMPANY OF CANADA, LTD.
108 St. Nicholas Building, Montreal, Canada



(Patented)

The Model C 3 Wrapper Register

The Model C 3 Universal Cigar Wrapper Register counts and registers one, two and three-cut wrappers in pads of fifty cuts.

(Continued from Page 14.)

heavy additional burdens on the cigar industry. M. L. Floyd, of Hartford, Conn., spoke on behalf of the American producers of shade-grown tobaccos in Connecticut, declaring that unless the industry has adequate support and tariff protection it cannot exist.

Mr. Pendas spoke of the situation in which the manufacturers of clear Havana cigars have found themselves as the result, first of the ten months' strike of the cigarmakers of Florida, then the demand for lower priced cigars at a time when the manufacturers were loaded up with tobacco bought at peak prices—prices that they never before had dreamed of. Conditions have been such that for the last twenty years the industry has found it impossible to progress.

The Fordney tariff bill increases the rate on wrapper tobacco from $1.85 to $2.10, filler tobacco from 35 cents to 45 cents, and scrap tobacco from 35 cents to 55 cents per pound. These witnesses declared that it would be necessary for the manufacturers to absorb any such increase because it would not be possible to raise the price of the cigars and continue in business. The demand is for decreased prices, it was declared, and now manufacturers are producing clear Havana cigars at a loss because of having large quantities of high-priced tobacco on hand.

An increase of 25 cents per pound on wrapper tobacco will raise the cost of the two pounds of Sumatra wrapper required to cover 1000 cigars by fifty cents. Under the present system of internal revenue taxation cigars are taxed on a sliding scale so that to increase the price of the cigars to take care of that tariff increase would put the cigars in the next bracket of internal revenue taxes. Thus the popular priced cigar would have to stand an additional $3.50 per thousand, which the witnesses claimed, it cannot do.

Growers of shade-grown tobacco in Connecticut are asking Congress for a rate of $2.85 per pound. The witnesses denied that there was need for such a rate, pointing out that the consumption of Connecticut wrappers has steadily increased in recent years and that there is an excellent market for all such tobacco that can be raised.

"The proposed increase from 35 cents to 45 cents per pound on filler tobacco promises to be even more serious to the industry than the increase on wrappers," said Mr. Cullman. It will raise production costs on straight Havana fillers $2 per 1000. Added to the increased rate on wrappers and higher internal revenue taxes would make an increase of $5.50 per 1000.

Charles Fox, of New York, representing the National Cigar Leaf Tobacco Association, told the committee that the average bale of wrapper tobacco does not contain over 50 per cent. of wrappers. The present law is very unfair to the importer, he said.

A number of briefs were filed by those attending the hearings. In response to the request of the committee, the cigar, cigarette and tobacco men limited the number of witnesses to conserve time.

The usual investigations of tobacco culture will be conducted by the Department of Agriculture during the fiscal year 1923, according to the annual estimates of appropriations just submitted to Congress through the Bureau of the Budget.

Forty-one thousand dollars is asked by the Bureau of Plant Industry for the investigation and improvement of tobacco and the methods of tobacco production and handling, and $165,000 is sought by the Bureau of Entomology for investigations of insects affecting southern field crops, including the cigarette beetle and insects affecting tobacco. Both these investigations are now being carried on, and the appropriations asked are the same as were made for the current fiscal year.

The establishment of four new commodity divisions of indirect interest to the foreign trade in tobacco is proposed by the Secretary of Commerce, who asks for $15,000 each for divisions to cover transportation and communication, foreign investments, advertising, packing and credit methods, and maps and commercial geography.

Eight thousand dollars is needed by the Census Bureau for carrying on the work of taking the quarterly tobacco census.

Thirty-eight million dollars will be required by the Bureau of Internal Revenue to collect the taxes in the new law, as compared with a current appropriation of $29,600,000, while the cost of collecting the customs will increase from $11,300,000, as appropriated this year, to $11,550,000, according to the estimate of the Customs Division.

A total of $375,000 is asked by the United States Tariff Commission for its expenses next year, an increase of $75,000 over the present appropriation. The Federal Trade Commission, however, anticipates no increase in the cost of maintenance, and asks for a continuation of the present appropriation of $955,000. The Interstate Commerce Commission, in order to continue its various investigations, estimates that $5,194,970 will be needed next year; it now has an appropriation of $4,893,100.

A renewal of the German export embargo, affecting the great majority of products, has been announced to go into effect as of December 15th, according to a cablegram received at the Department of Commerce from the American commercial attache at Berlin. The list of commodities covers practically everything of importance, but it is stated that the embargo is merely nominal and for the purpose of exercising more effective export price control, and that, except for raw materials, particularly when of foreign origin, the Government does not contemplate withholding export licenses.

Under pressure from merchants, the Government had gradually relaxed the export control formerly in effect, but owing to the recent exchange movement it is declared that rigid control of prices is necessary. The trade control bodies in some industries have approximated world market prices much more successfully than in others, and the Government is apparently determined to insure greater increases in those lines where export prices have not advanced sufficiently. The Government is also seeking to enforce export prices for goods purchased by visiting foreigners at domestic prices.

C. L. L.

Contains 200 Cigarettes

PALL MALL
FAMOUS CIGARETTES
They are good taste

The new special Christmas Magnum is now ready. Contains 200 Pall Mall Cigarettes, cork tip.

We have provided for only a limited quantity of Pall Mall Christmas Magnums and would suggest that you place your order immediately so as to be sure of obtaining a sufficient supply of this packing to meet the requirements of your trade.

Put Your Order In Now—"Christmas Buying" Starts Soon

Guaranteed by

The American Tobacco Co.
INCORPORATED
111 Fifth Avenue, New York

Greetings To The Trade

At this Yuletide Season we extend to all our very best wishes for a Merry Christmas and a Happy New Year.

To our loyal customers we are deeply grateful and appreciate their generous patronage.

Bobrow Bros., Inc.
Philadelphia, Pa.

Manufacturers of Bold and Topic Cigars

MURAD
THE TURKISH CIGARETTE
Every day MURADS are held higher in the estimation of the men who smoke them.
They are the standard of Taste.
They never disappoint—never fail—never change—
They are 100% pure Turkish tobacco—of the finest varieties grown.
Men are proud to smoke them in any company—on any occasion.
They are the largest selling high-grade cigarette in the world.
The cigarette smokers of America DO prefer Quality to Quantity.
"Judge for Yourself—!"
MURAD
TURKISH CIGARETTES
ARE MADE ESPECIALLY FOR THE DISCRIMINATING AND EXPERIENCED SMOKER OF HIGH GRADE TURKISH CIGARETTES
The blending is exceptional
Anargyros
THIS PACKAGE GUARANTEED
20¢
Anargyros
Makers of the Highest Grade Turkish and Egyptian Cigarettes in the World

Tampa Letter

(*Continued from Page 12*)

of exceptionally long experience in the manufacturing of cigars made mostly out with imported tobacco from the Island of Cuba. From close observation and contact with the members of the Senate Finance Committee, the Tampa delegation feels that the trip was worth while, and every member expresses decided optimism that the proposed measure will not pass the Senate.

All factories in Tampa are extremely busy catching up with rushing orders for the holidays, and some have succeeded in supplying their customers' orders almost in their entirety, with the exception of part of the finest sizes, whose execution were interfered with by the last labor disturbance. However, all considered, the manufacturers have proved their ability to control the most trying conditions successfully, and have established a record for firmness that is a guarantee to the trade that Tampa is dependable and deserves their confidence and support.

Before closing, permit me to rise and with all reverence and fervor, send the sincere expression of my good will to the readers of THE TOBACCO WORLD, for a Merry Christmas full of happiness.

VERITAS.

TAMPA FIRM OFFERS 60 PER CENT.

Maximo Grahn and Company, on Fortune Street near the river, Tampa, Fla., suffered a loss of a good portion of the tobacco stored in their cellar when the river overflowed its banks during the recent storm. The loss exceeds $20,000. The total liabilities of the firm are placed at $30,000. Settlement has been offered at six cents on the dollar.

A BOX OF GOOD CIGARS

1. After a hard day's work what can give the comfort of a well-made cigar.

2. When trouble comes, what do you turn to? You light a fresh cigar and as the clouds float upwards even trouble is not so serious.

3. When you have a hard problem to solve and you wish to concentrate, first clear the room and after this have a good smoke—and shortly you will have the right answer.

4. If your host offers you a drink, and perhaps you do not indulge, you may suggest a cigar in preference; you have not offended and have handled successfully an awkward situation.

5. At any social gathering of men what helps more to make the party a success than a box of good cigars?

6. You are calling on a favorite customer; perhaps you have some disagreeable task such as advancing the price of the article. A wise man will pass the cigars first, and his problem is half solved, then talk and you will gain the other half much easier.

7. What is the one thing you can send any man at Christmas which you are sure will be appreciated and never misunderstood. There is only one thing—*A Box of Good Cigars!*—C. H. Bruns.

SHADEGROWN

Connecticut, Florida

and

Georgia Wrappers

are in greater demand today than at any previous time in the history of the Cigar Industry. Many enterprising manufacturers find in these wrappers the secret of their success.

Are YOU one of them?

American Sumatra Tobacco Co.

131-133 Water St., New York City

BERING REGRESO

CORRAL, WODISKA Y CA.

MANUFACTURES OF

CLEAR HAVANA CIGARS

TAMPA, FLA.

LA-DUSE JULIA MARLOWE

LA DEMOCRACIA *LA AMO*

A. AMO & CO.

MANUFACTURERS OF

CLEAR HAVANA CIGARS

TAMPA, FLA.

LA GRAN VIA *EL LIBERAL*

FACTORY and OFFICE: 1601 FIFTH AVENUE

P. O. BOX 501 YBOR CITY STATION

IN extending to all our heartiest wishes for a year of prosperity and happiness, we wish to express our appreciation for your generous patronage during the past year.

BAYUK BROS. Inc.

PHILADELPHIA, PA.

119 LAFAYETTE ST. NEW YORK

PORTO RICAN OFFICIAL VISITS TOBACCO GUARANTEE AGENCY

Abelardo Gonzalez Font, assistant treasurer of the Territorial Government of Porto Rico, arrived in New York City Monday on the steamship "Porto Rico," being met at the pier by his relatives and by Paul Benedicto, Jose Felix Vazquez, P. R. tobacco agent here, and his assistant, Luis Capestany, and many personal friends.

One of the first things Senor Gonzalez Font did on his arrival, was to make a visit to the Tobacco Guarantee Agency of the Government of Porto Rico, the office of which in this city is at 126 Maiden Lane, and which office is under the jurisdiction of his department. He said:

"I am thoroughly satisfied with the work that has been accomplished in this country by our tobacco agent, J. F. Vazquez, especially when I consider the limited period of his administration.

"I find that cigar manufacturers and leaf dealers are availing themselves of this official service and adopting with a sense of security the system of cigar and tobacco guarantees through the affixing of official stamps of classification. I also know of many instances where the agency has rendered a real service to those in search of information concerning the new system of stamp guarantee which is now prevailing in Porto Rico."

Upon being asked for a brief outline of his official career, Sr. Gonzalez stated that he had entered the Government service early in 1899, shortly after the American occupation.

With the creation of a special School Board Accounting Department, now known as the Bureau of Municipal School Affairs, Senor Gonzalez Font was made chief. The installation of a new system of accounting by him proved so efficient that it has been continued in that Department ever since.

As an example of his achievement, when he took charge, he found bills of $51,000 pending with but $8000 in the bank to pay them, and the school properties valued at $300,000 mostly owned by private individuals. When Mr. Gonzalez left in 1916 to accept the appointment of assistant treasurer, the funds on hand amounted to $550,000 over all indebtedness, and in addition, the school properties, valued at over $4,000,000, were entirely owned by the municipalities and townships.

P. M. G. URGES SPECIAL DELIVERY ON FIRST CLASS MAIL ONLY

The parcel post service by no means pays for itself, in the opinion of Postmaster General Will H. Hays, as expressed in his annual report to Congress.

The Postmaster General recommends considerable legislation for the improvement of the service, one suggestion being that the name of the department be changed to "Department of Communications." It is also recommended that a charge of one cent be authorized on each piece of mail, for the delivery or return of which, by reason of its incomplete or improper addressing, directory service is required.

He also urges the enactment of legislation confining the use of special delivery stamps to first-class mail, and suggests that advertisers be permitted to deposit with the post offices funds sufficient to pay the postage on replies received to advertisements, which may then be answered by the public without cost.

FOR fifty years Spanish Cedar has been known and appreciated as the best container for good cigars.

It is admitted that it preserves the condition of the tobacco and improves the aroma.

Of course a great many "just as good" arguments have been advanced by those offering a substitute for Cedar boxes and economic conditions have, to a certain extent permitted the introduction and use of other containers than Cedar boxes; but while Domestic Woods, veneered boxes, glass, paper, tin, and other substitutes for Cedar have been advertised and sold, nevertheless, everyone admits that there is nothing equal to the Spanish Cedar box.

Now we are approaching conditions which will enable the manufacturers of Cedar to put their goods on the market in competition with any other container, and we call the attention of the box making trade to the great reductions in prices and invite their inquiries for Spanish Cedar manufactured in a way as to make it most economical for the use of boxes.

GEORGE D. EMERY COMPANY

IMPORTERS-MANUFACTURERS OF FINE CEDAR LUMBER

220 ELEVENTH AVE., NEW YORK CITY

EL ROI-TAN

PERFECT CIGARS

SOLD EVERYWHERE—GOOD ANYWHERE

F. LOZANO, SON & CO.
HAVANA CIGARS
TRADE MARK

F. LOZANO
FLOR DE NARVEZ
VICLO

WALLS COURT
EL LESSERO
CALATRAVA

REG. U. S. PAT. OFF.

FACTORY & MAIN OFFICE, TAMPA, FLA.
NEW YORK OFFICE, 437 FIFTH AVE., N. Y.

TEIJEIRO & GARCIA
MANUFACTURERS OF THE
R. & T.
CLEAR HAVANA CIGARS
AND IMPORTERS OF LEAF TOBACCO

FACTORY
2512 15th Street
TAMPA, FLA.

OFFICE
49 Walker Street
NEW YOPK

A Leader for Twenty-five Years

"Havana Ribbon"

Quality placed "Havana Ribbon" in the favor of critical smokers. Quality keeps it there. Your trade will fall for the new tin box. Display it.

BAYUK BROS., Inc.
Originators of the
BAYUK INIMITABLE BLEND and
BAYUK INCOMPARABLE BRANDS
Philadelphia

Ohio Leaf Market

THE Miami Valley has been favored with exceptionally good casing weather for the last few weeks, and farmers have been taking advantage of the opportunity this affords them, and have been stripping the weed steadily for some time. With stripping time here, tobacco buyers throughout this section are becoming restless, and soon the Valley will be overrun with men carrying contract books.

The Billman Brothers' tobacco warehouse in Miamisburg sustained a loss estimated at $23,000 when fire partially destroyed it. Three hundred cases of tobacco stored in the building were lost. Their value is placed at $20,000. Damage on the building will amount to about $3000. The entire insurance covering the loss amounted to $20,000.

The last few weeks has witnessed great effort on the part of the tobacco growers in southern Ohio toward organization. One night several weeks ago a meeting was held to determine whether or not the growers' organization was to succeed or fail. If at least 75 per cent. of the big Burley Tobacco Growers' Co-operative Marketing Association was pledged the same will proceed to organize along the lines stipulated in contracts which all have signed. Otherwise, it was to be all off for another year. During the entire life of the campaign, there has been a spirit of optimism prevailing. A great many growers were not conversant with the outstanding points, and from all sources they have been helped to a better understanding of the measures which promise relief. From platform and press and especially by private interview he has been told of the success of the plan which he was asked to endorse in other lines. He has been told that he runs no risk of losing, as matters cannot be made worse than at present, and he is indicating his willingness to accept in good faith the proposed measures which bids fair to furnish relief.

During the sale in the Burley market of Cincinnati two hogsheads of 1921 tobacco was sold at a high price. The tobacco brought $49 per hundredweight and $38.50 respectively, the average being $43.75. The sale of the old tobacco which totaled 175 hogsheads average $17.17 per hundredweight, an advance of $3 over the week preceeding. Slowly and steadily the market is advancing, and with the manufacturing demand becoming more apparent and competition more pronounced, it most certainly should be viewed with complacence inasmuch as it stands for the general betterment of the trade.

Samuel Bayuk, of Bayuk Brothers, has recently left the city en route for Havana.

Charlie Bobrow, of Bobrow Brothers, states that their factories are now producing "Bold" and "Topic" cigars to the extent of one hundred per cent. of their capacity.

Leach & Co., who have occupied at Tenth and Chestnut Streets for a number of years, have recently vacated this stand and have removed to 44 North Eighth Street.

A. Philippi and Company, of 29 Broadway, New York, dealers in San Domingo and Porto Rican leaf tobacco, recently made an assignment to Nat Ottensoser.

OCTOBER CIGAR PRODUCTION

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of October, 1921.

Products		*October, 1920*	*October, 1921*
Cigars (large):			
Class A	No.	152,258,022	205,160,690
Class B	No.	203,664,076	167,235,283
Class C	No.	326,142,610	248,419,099
Class D	No.	16,727,515	11,888,158
Class E	No.	6,006,866	3,104,467
Total		704,799,089	635,807,697
Cigars (small)	No.	60,882,760	60,574,420
Cigarettes (large)	No.	3,883,935	3,226,444
Cigarettes (small)	No.	3,840,334,806	4,877,825,880
Snuff, manufactured	lbs.	2,929,024	3,695,710
Tobacco manufactured	lbs.	27,146,238	33,718,294

Note:—The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in the supplemental statement.

SUPPLEMENTAL STATEMENT

Tax-paid products from *Porto Rico* for the month of October.

Products		*October, 1920*	*October, 1921*
Cigars (large):			
Class A	No.	5,773,875	4,437,975
Class B	No.	457,925	905,820
Class C	No.	13,042,720	9,344,300
Class D	No.	486,400	278,600
Class E	No.	5,000	5,000
Total		19,765,920	14,971,695
Cigars (small)	No.	1,000,000	1,000,000
Cigarettes (large)	No.	.....	50,000

Tax-paid products from the *Philippine Islands* for the month of October.

Products		*October, 1920*	*October, 1921*
Cigars (large):			
Class A	No.	18,760,888	8,322,045
Class B	No.	8,756,405	900,560
Class C	No.	4,983,532	111,368
Class D	No.	108,320	500
Class E	No.	100	100
Total		32,609,245	9,334,573
Cigarettes (small)	No.	483,800	64,570
Cigarettes (large)	No.	.....	1,500

"EL MORISO" MEETING WITH FAVOR

Morris D. Neumann & Co. are now established in their new headquarters at 324 North Ninth Street, Philadelphia. The factory is four stories high and has the much-desired north light along the entire side of the building. The factory is light and contains ample floor space for all puposes. The famous "Bella Mundo," which goes to the consumer at a nickel, is in strong demand with the company's jobbers. "El Moriso," a Havana-filled cigar with a Java wrapper, is being introduced and is meeting with favor.

A. YANEZ Y Ca.
TAMPA, FLA.
Manufacturers of
"MISS TAMPA CIGARS"

Deliciously Irresistible

MILD HAVANA CIGARS
25 sizes to select from
10c. up

Two National Favorites
HYGIENICALLY-MADE

WAITT & BOND **BLACKSTONE**
Imported Sumatra Wrapper
Long Havana Filler

WAITT & BOND **TOTEM**
Imported Sumatra Wrapper
Long Filler

WAITT & BOND, Inc.
NEWARK • NEW JERSEY

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
General Office and Factory, TAMPA, FLA.
Eastern Office 222 Pearl St. New York
Warehouse Havana Cuba

ARTABAN
MILD HAVANA CIGARS
MADE IN EIGHT SIZES
FOR PERSONS OF GOOD TASTE
BY
TAMPA TOKEN CIGAR COMPANY
FACTORY and OFFICE
2308 15th Street, - TAMPA, FLA

SAN FELICE
FOR GENTLEMEN OF GOOD TASTE

The National Choice For a Quarter of a Century
NOW BANDED
The Diesel-Wemmer Co.
MAKERS
Lima :- Ohio

La Flor de Sanchez Y Haya
THE OLD RELIABLE BRAND OF
CLEAR HAVANA CIGARS
Ignacio Haya
THE ARISTOCRAT OF
THE HAVANA FAMILY
MANUFACTURED BY
SANCHEZ & HAYA CO.
FACTORY No. 1 TAMPA, FLORIDA

NICOTINE BOOTLEGGING THE LATEST IN LONDON

IT is one thing to land in England from the great American prohibition desert only to learn that there is a tobacco Sahara in London and elsewhere at certain times.

When the House of Commons, at their last session, passed a bill extending the hours during which liquor can be sold, the friends of tobacco introduced a bill asking for an extension of the hours during which cigars and tobacco can be sold. Strange as it may seem, the bill to extend the hours for selling liquor was freely supported, but when the bill to extend the hours for selling cigars and tobacco after 8 P. M. came up, it was overwhelmed.

The strange part of the case is that there seems to be little prejudice against tobacco. The Londoner manages very easily, even in the most select dining-rooms, by calmly pulling out his pipe and pouch and puffing away contentedly amidst the fashionable crowds. The after-dinner cigarettes are three cents apiece, and the Englishman cannot be bothered.

But while standing firmly for the eight o'clock closing hour for tobacco shops, Parliament has made liberal increases in liquor selling hours following the official "end of the war." Wartime hours, from 12.30 to 2.30, and from 7 to 10 in the evenings, now exist only on Sundays. On weekdays public houses and hotels may serve liquors from 11.30 in the morning until three o'clock in the afternoon, and again from 5.30 until eleven o'clock in the evening. Another provision permits "supper drinks" to be served with meals until 12.30 A. M., but the meal must be a genuine one, and not of the old Atlantic City "rubber sandwich" variety.

A New York visitor, having dined in a Piccadilly grill until a late hour, exhausted his supply of cigarettes as he sat talking over his coffee. He arose to go for an after-dinner stroll with his friends and halted before the trim maid who presided over a tea cart filled with London's choicest brands of tobaccos.

"But you can only have one," said the maid in reply to his careless demand for cigarettes.

"That's all right, one will do," said the New Yorker, carefully selecting a box of fifty.

"But I mean only one cigarette, not one box," persisted the maid, recovering the large packet.

His arguments disclosed the fact that after eight o'clock in England one cigarette to a diner is all that is allowed, and he must be a *bona fide* diner, to. Sale of more than one cigarette after that hour is "nicotine bootlegging." And the custom is just as hard for Americans to understand as it is for Englishmen to understand American prohibition.

In discussing the Early Closing Act, *The Tobacco Trade Review* (London), goes on to say, editorially:

"The Shops (Early Closing) Act (1920) Amendment Act, 1921, more familiarly known in the trade as the 'Chocolate Act,' has been the subject of much discussion and many protests among retail tobacconists since it was rushed through Parliament in the closing days of the last session. And we are not surprised.

"This ill-considered act, passed to meet the agitation of some theatre proprietors, and, we believe, not acceptable to the majority of confectioners, authorizes the sale of fruit, table waters, sweets, chocolates, or other sugar confectionery, or ice cream, until 9.30 P. M. on week-days other than Saturdays, and until 10 P. M. on Saturday, and since it came into operation there has been a growing tendency among the retailers of those articles to keep their shops open to the limit of the hours allowed, despite the fact that they had formerly been content to obey the regulations laid down by D. O. R. A.

"As many of these retailers also sell tobacco and cigarettes, legitimate tobacconists, who are compelled to close at 8 P. M. on week-days except on Saturday, when they close at 9 P. M., are seriously perturbed as to the effect which illicit sales are having and may have upon their business.

"The letter raising a question regarding the extension of tobacconists' shop hours, which a suburban tobacconist contributes to the *Correspondence* columns of this issue, will be read with sympathetic interest by many members of the trade, even though they have not the slightest desire to revert to the excessive hours of keeping their shops open—not necessarily of profitable trading—which prevailed before regulations were imposed under the Defence of the Realm Act.

"Our correspondent contends that 'with the extension of hours of trading for all licensed houses, and also for those in the confectionery trade (75 per cent. of the latter being holders of a tobacco licence), it is now time, if only in common fairness, that the same trading concessions should be granted to those who rely solely upon the sale of tobacco for their livelihood; all in the trade should be united in their efforts to gain this end.'

"We must sympathize with the reasons he adduces for this contention, but we hope that his suggestion will not be adopted. A better course would be to agitate for a repeal of the 'Chocolate Act,' and to carry on a campaign against illicit sales in public houses, with a recommendation that the display of a notice in a prominent position to the effect that the sale of tobacco, cigarettes and cigars after the closing hours fixed for shops is illegal should be compulsory."

***

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If you have a garden and fail to add fertilizer to the soil from year to year, your production will grow less and less. Finally it will produce almost next to nothing. Scientific farming has demonstrated that you must put back some part of those elements which your products have taken from the soil if you want to continue your production.

This rule applies to your business. You cannot take out of it all the time unless you put something back. Your business will not prosper indefinitely unless you do, although it may prove profitable for a few years.

The story of how Robinson Crusoe was stranded on the island of Juan Fernandez is familiar to most of us. He had only a goat and his man Friday as companions.

What Crusoe needed most was a ship. He wanted to get back to civilization. How did he get that ship? Why, he started to advertise. He took his shirt and tied it to the tallest pole on the island and then set it up at the highest point. To every mariner it was a Want Ad. for a ship.

Needless to say the circulation was poor and the prospects were slim, but he kept on advertising just the same—and one day he got a SHIP. Otherwise we would never had had the story.

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TOBACCO:
WHITE—Genuine Porto Rican Growth.
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Tobacco Merchants' Association Registration Bureau,

5 Beekman Street
NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

GOLDEN TEMPLE:—42,321. For all tobacco products. October 28, 1921. American Litho. Co., New York City.

MINNESOTA TRUNK LINE HIGHWAY:—42,322. For cigars. November 4, 1921. Fred T. Lux, Sauk Center, Minn.

BRISBANE:—42,326. For cigars. November 3, 1921. C. B. Henschel Mfg. Co., Milwaukee, Wis.

GOLDEN ROD HIGHWAY:—42,341. For cigars, cigarettes and tobacco. November 25, 1921. J. L. Galbreth, Superior, Neb.

PLURALITY:—42,342. For cigars. November 14, 1921. John G. Bergdoll, York, Pa.

HIGH DOWN:—42,343. For cigars. November 14, 1921. Fred Prozesky, Aberdeen, S. D.

NORTHCENTER:—42,345. For cigars, cigarettes and tobacco. November 16, 1921. Anthony Krieg, Chicago, Ill.

EL ADNOVA:—42,346. For cigars, cigarettes, smoking and chewing tobacco. November 14, 1921. John C. Davis, Cincinnati, O.

PRINCE CONROY:—42,347. For cigars, cigarettes and tobacco. November 18, 1921. Abe Levine, Paterson, N. J.

HALLERCZYK:—42,351. For cigars. November 22, 1921. L. Kunka, Chicago, Ill.

ROCK VIEW:—42,352. For cigars. November 21, 1921. F. Biermann, New Haven, Conn.

TRAVELING EAST:—42,354. For cigars. December 2, 1921. Heins & Ortagus, New York City.

SYLVER LINING:—42,359. For all tobacco products. November 23, 1921. Moehle Litho. Co., Brooklyn, N. Y.

TRANSFERS

EL BUDORA:—12,468 (The Tobacco World Registration Bureau). For cigars. Registered June 9, 1911, by George A. Buddy, Littleton, Pa. Transferred to Clarence H. Robison, Philadelphia, Pa., on November 4, 1921.

LAS VEGAS:—18,188 (Tobacco Leaf). For cigars. Registered December 26, 1899, by F. Vega, Chicago, Ill. Transferred to F. Vega & Co., Inc., Detroit, Mich., on September 13, 1921.

FLOR DE COLBERT:—14,149 (Tobacco Journal). For cigars. Registered March 7, 1893, by Witsch & Schmitt, New York City. Transferred to F. Vegas & Co., Chicago, Ill., and re-transferred to F. Vega & Co., Inc., Detroit, Mich., on September 13, 1921.

LA ANFLORES:—42,327. For all tobacco products. October 8, 1921. Antonio Flores, Brooklyn, N. Y.

DADDY BOY:—42,328. For cigars, cigarettes, cheroots. March 15, 1921. E. F. Gould, Milwaukee, Wis.

THE STACY-TRENT:—42,329. For cigars, cigarettes. November 12, 1921. E. Kleiner & Co., Inc., New York City.

JOSEPH WILLIAM BRIGGS (FIRST LETTER CARRIER):—42,330. For all tobacco products. November 16, 1921. American Litho. Co., New York City.

JOE BRIGGS:—42,331. For all tobacco products. November 16, 1921. American Litho. Co., New York City.

CLA-PEN:—42,333. For cigars. November 14, 1921. Clarke & Penetta, New York City.

BEAU DE BEAUX:—42,335. For cigars, cigarettes, tobacco. October 13, 1921. Joseph Van Raalte, St. Louis, Mo.

AMBASSADOR:—42,334. For pipes, cigar and cigarette holders. November 17, 1921. Kaufmann Bros. & Bondy, New York City.

LA THEODORA:—42,337. For cigars. October 19, 1921. I. Bittner, New York City.

OLYMPIAN:—10,492 (U. S. Patent Office). For cigars. Registered August 7, 1883, and (U. S. Tobacco Journal). For cigars. Registered May 25, 1885, by Alexander Gordon, Detroit, Mich. Transferred to Great Lakes Cigar Co., Detroit, Mich., on November 12, 1921, and re-transferred to American Box Supply Co., Detroit, Mich., on November 14, 1921.

MASTER BRAND:—Tobacco for cigars, cigarettes, little cigars, and smoking tobacco. Registered December 29, 1911, by Thoroughgood & Co., Janesville, Wis. Transferred to T. F. McKeigue, Janesville, Wis., on November 18, 1921, as of December 29, 1911.

LA MACOSA:—37,286 (United Registration Bureau). For cigars, cigarettes, cheroots and tobacco. Registered March 9, 1921, by American Litho. Co., New York City. Transferred to Michalitschke Bros. & Co., Inc., San Francisco, Cal., on March 30, 1912, and re-transferred to H. W. Peabody & Co., San Francisco, Cal., on November 14, 1921.

BIG SIX:—20,029 (U. S. Patent Office). For cigars. Registered April 17, 1917, by La Kurba Cigar Co., Chicago, Ill. Transferred to Max S. Austrian, Chicago, Ill., on November 10, 1921.

JUAN DE SILVA:—34,103 (U. S. Tobacco Journal). For cigars, cigarettes and tobacco. Registered March 25, 1908, by The Moehle Litho. Co., Brooklyn, N. Y. Transferred to S. Monday & Sons, Brooklyn, N. Y., on November 21, 1921.

LA RELISHA:—19,619 (Tobacco World). For cigars, cigarettes and tobacco. Registered February 8, 1910, by Charles Stutz Co., New York City. By various transfers acquired by S. London, New York City and re-transferred to Victor Greco, New York City, on June 1, 1920.

CORAL KEY:—27,739, Tobacco Leaf Publishing Co. No. 29,930, (Trade-Mark Record). For cigars, cigarettes, cheroots and tobacco and No. 115,608 Patent Office, for cigars. Registered May 27, 1904, May 11, 1904 and February 27, 1917, respectively, the first two registered by Esberg-Gunst Co., N. Y. C., and the last one by M. A. Gunst & Co., Inc., Portland, Me., and New York City. Transferred by General Cigar Co., N. Y. C., successors to the above companies to H. L. Judell & Co., San Francisco, Cal., on October 26, 1921.

STAR:—(U. S. Tobacco Journal). For cigars. Registered September 29, 1885, by Powell, Wenigman & Smith, New York City. By various transfers acquired by Pasbach Voice Litho. Co., Brooklyn, N. Y., and re-transferred to J. F. Strayer & Co., Red Lion, Pa., on August 16, 1921.

VEGA DE VEGA:—(U. S. Tobacco Jounal). No. Trade-Mark Record, No. 2700. Legal Protective Association for cigars. Registered January 19, 1881, January 1, 1887 and January 11, 1887, respectively, by T. J. Dunn & Co., Philadelphia, Pa. Transferred by Consolidated Cigar Corp., N. Y. C., successors to T. J. Dunn & Co., Philadelphia, Pa., to American Box Supply Co., Detroit, Mich., on July 1, 1920.

LORD KENMORE:—18,283 (Tobacco World Registration Bureau). For cigars, cigarettes, chewing and smoking tobacco. Registered August 3, 1909, by Moehle Litho. Co., Brooklyn, N. Y. Transferred to A. G. Wiedmann Cigar Box Co. and re-transferred by Wiedmann St. Louis Cigar Box Co., successors to the A. G. Wiedmann Cigar Box Co., to Sidney J. Freeman & Sons, New York City, on November 30, 1921.

DEAL CLOSED FOR DUSEL, GOODLOE & CO.

Paul L. Brogan, who entered the employ of Dusel, Goodloe & Co. in 1911 as secretary and who in 1917 became president of the concern, has recently consummated negotiations with the American Cigar Co. whereby he with others acquire the entire capital stock of the company, amounting to $75,000. The other stockholders beside Mr. Brogan are Harry M. Sietzline, Wm. H. Zorn, Robert E. Fielitz, John E. Dealy and John H. Matchett. All of these stockholders are now associated with the company.

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